

LIFE

ROBERT RUARK
AMONG THE MAU MAUS



HER MAJESTY'S
OWN GUARDS
A COLDSTREAM SERGEANT

20 CENTS

FEBRUARY 16, 1953



Choose this fresh-made pork sausage for a Skillet Breakfast!

There's plenty of reason these plump links of Armour Star Pork Sausage taste so good. They're fresh! They're made fresh every day of pure pork and delicate seasoning in a nearby Armour sausage kitchen—rushed fresh to your market. No wonder they're at their peak of flavor and appearance when they go into your skillet—golden brown, tender, and juicy when they're served.

For a big, nutritious breakfast serve Armour Star Pork Sausage and eggs this unusual way—right out of the skillet. Start sausage links in

cold skillet and cook slowly for 12-15 minutes, pouring off drippings as they accumulate and turning links occasionally. Then scramble the eggs—you'll prefer delicious Cloverbloom® Eggs!—in some of the sausage drippings for extra flavor.

It's another of Marie Gifford's favorite recipes! For other meal-planning ideas and interesting recipes, write for the helpful folder, "Hot and Cold Hits." Address the famous home economist, Marie Gifford—Armour and Company, Dept. 601, Chicago 9, Illinois.



You know it's good!

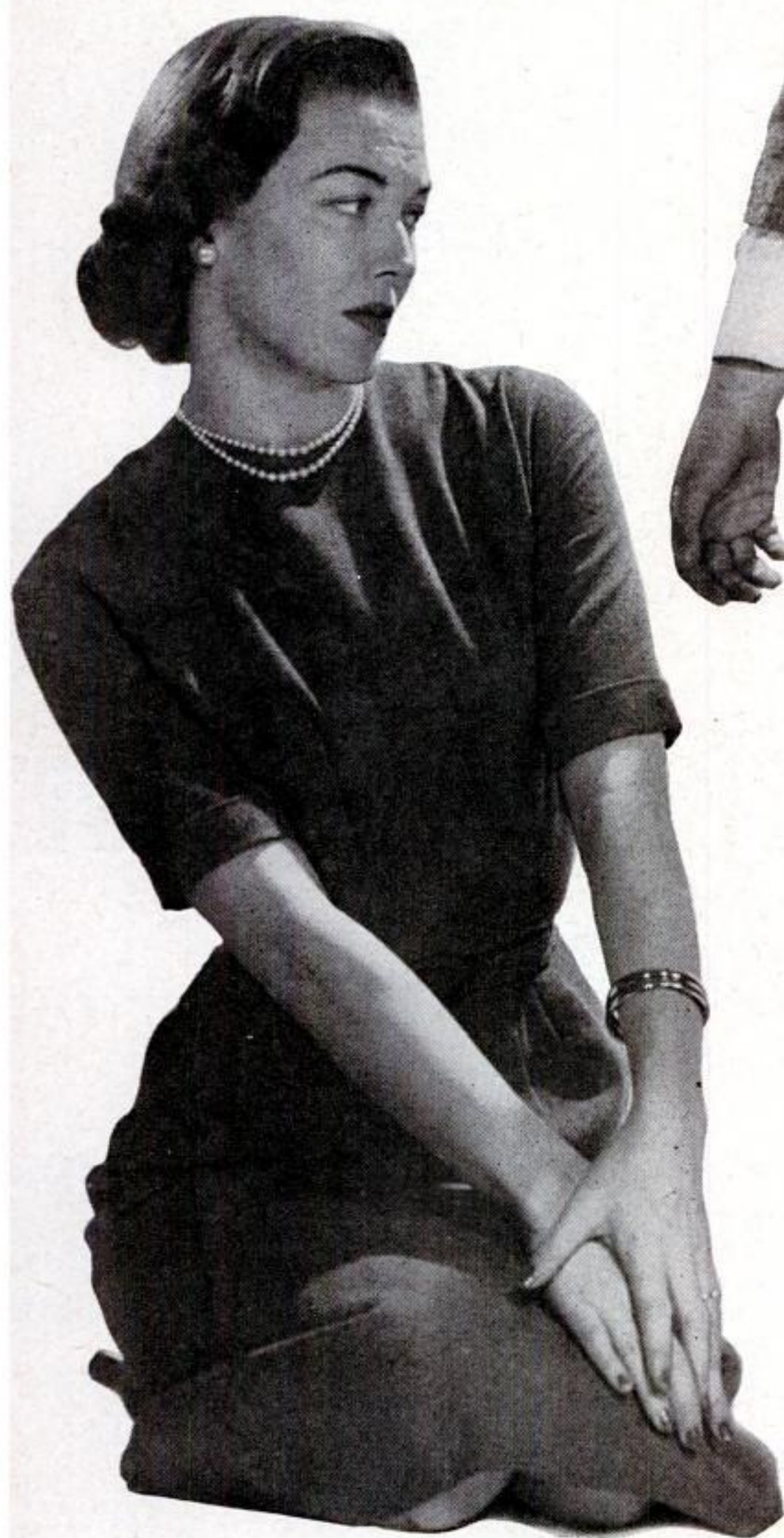
ARMOUR
STAR

The Armour Star label is one of
the world's great guarantees!



The bigger he gets
for his britches...

the greater the need for **MONEY!**



You know how forlorn a youngster looks (and feels!) in an out-grown suit—you know how often *your* boy needs a new one. In fact, the bigger he gets, the harder it is to keep up with his upkeep. Would your wife have money enough to provide the clothes—the food—the other necessities if you weren't here? Yes—if you get **MONEY** life insurance now.

It costs very little to give your family this important kind of protection.

For instance, take a father of 28. By adding a **MONEY** Family Protection Policy costing only \$8.06 a month to his Social Security, he can guarantee his family a monthly income of \$200 until his children are grown. And while he lives, that same **MONEY** policy builds a steadily increasing fund he can draw on if he needs it.

You'll find a **MONEY** representative a great help in working out the best way to assure your family the basic necessities. He's more than an insurance salesman—he's a specialist, backed by three years of Mutual Of New York training. You can count on him not only for insurance that's individually fitted to your needs and income... but for continuing service throughout the years.

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Dept. L-13, Broadway at 55th Street
New York 19, N. Y.

I would like free information about a **MONEY** policy to cover my needs as follows: (please check.)

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- ☐ SUPPLEMENT SOCIAL SECURITY
- ☐ RETIREMENT
- ☐ MORTGAGE CANCELLATION
- ☐ ACCIDENT AND SICKNESS

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Address _____

City _____

County _____ State _____

Occupation _____ Date of Birth _____

This One



A3QZ-7BC-141D

WEATHER STAR FORECAST
ATOP OUR HOME OFFICE

Green.....Fair
Orange.....Cloudy
Orange flashing....Rain
White flashing....Snow



MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York

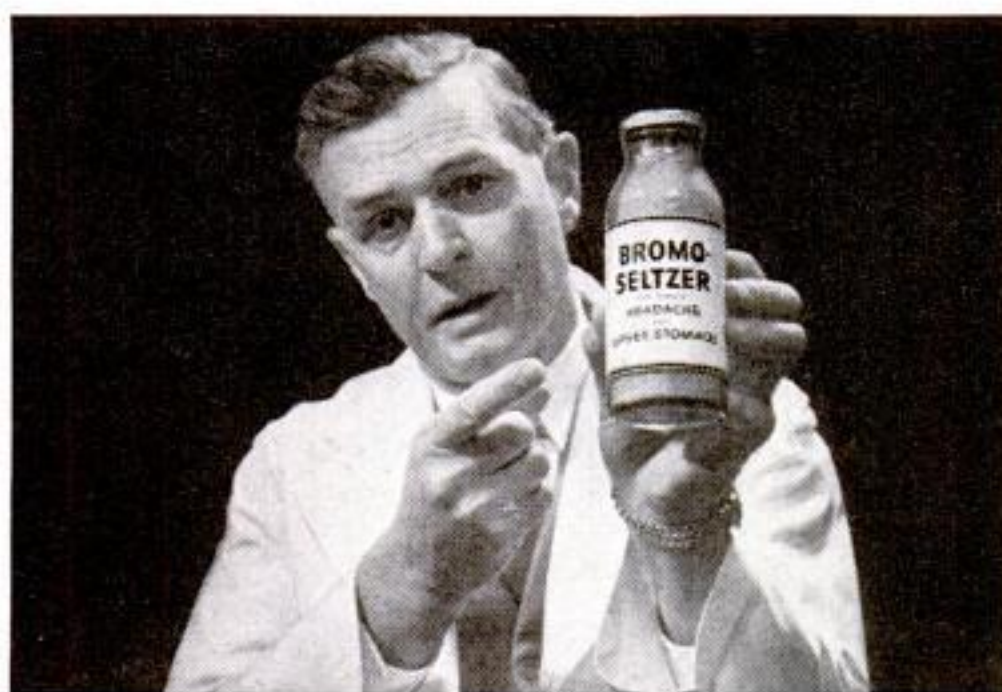
Doctors and Nurses Know How "Nerves" Can Cause Headaches . . .



Bromo-Seltzer works Best for 9 out of 10 Headaches



CLINICAL TEST SHOWS BROMO-SELTZER WORKS BEST. Recent clinical research shows that 9 out of 10 headaches are associated with nerves—as so many headache sufferers have known all along. In published literature, headache specialists and neurologists substantiate this medical fact.



ONLY BROMO-SELTZER GENTLY SOOTHES NERVES AND PROMPTLY RELIEVES PAIN AT THE SAME TIME because it contains ingredients found in no other leading remedy. That's why sparkling, refreshing Bromo-Seltzer works *best* for 9 out of 10 headaches.



GIVES RELIEF UP TO TWICE AS FAST! Tested against all other leading remedies, Bromo-Seltzer proved to give relief faster than any—twice as fast as most. Next time headache strikes, put a heaping teaspoonful of Bromo-Seltzer in a glass, and half fill with cool water.

America needs nurses
desperately . . .
Enroll as a student nurse.

Better for Upset Stomach Too!

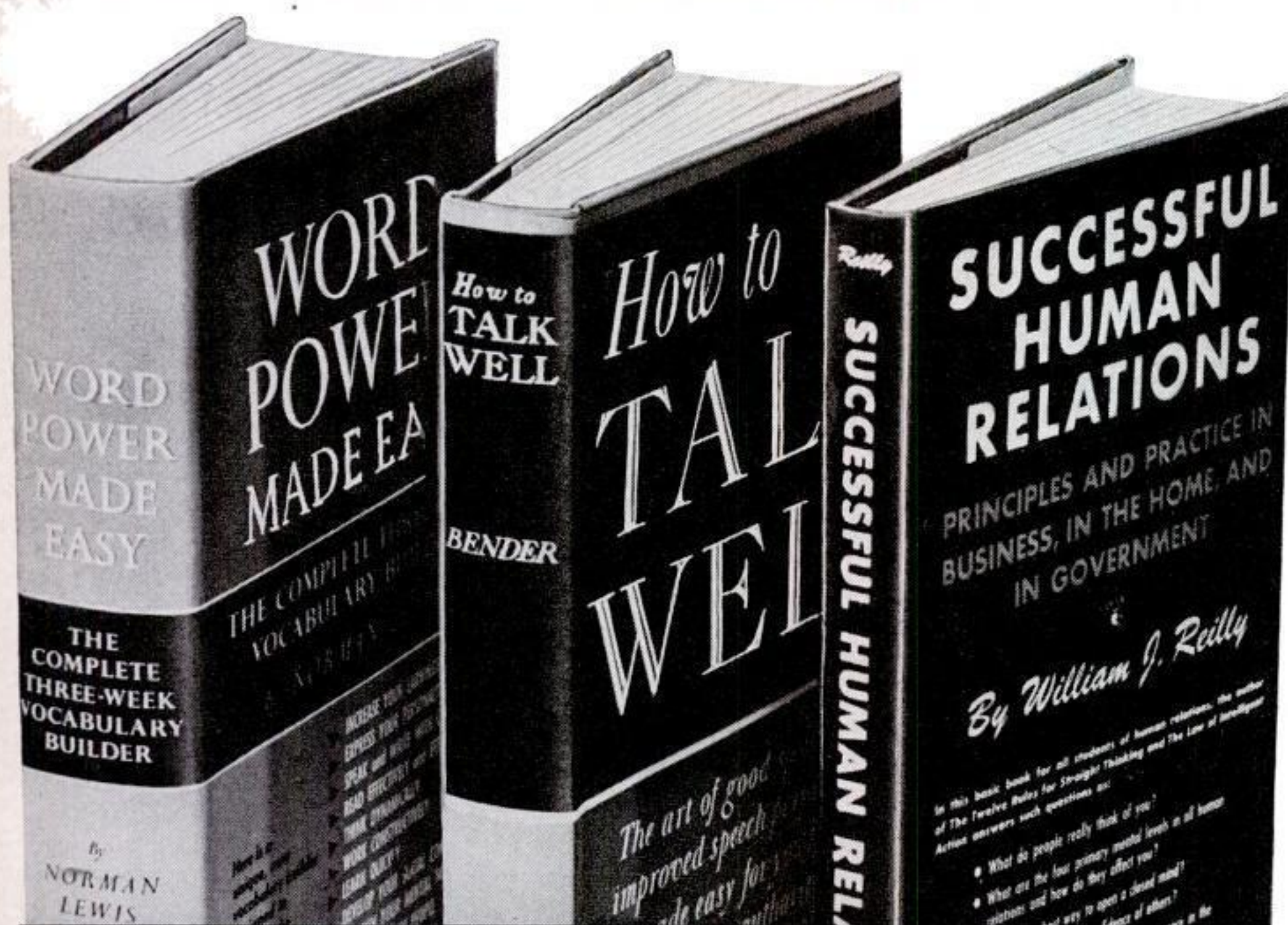
Bromo-Seltzer contains sodium citrate—one of the finest ingredients known to doctors for the relief of stomach acidity, plus another ingredient to relieve nervous tension so often associated with upset stomach. For best results use cool water. Follow the label; avoid excessive use.

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Let us rush you **all 3** of these business-success books for only \$1

and FREE membership in the Executive Plan



Let these 3 books help you make 1953 your big "get-ahead" year!

Build the vocabulary you need for success — in just 3 weeks with this remarkable method!

Word Power Made Easy

by NORMAN LEWIS



NORMAN LEWIS

Well known author of "How To Read Better and Faster" and frequent contributor to leading magazines. Teacher at City College of New York. Training consultant.

How much has your vocabulary to do with your progress — and your pay check! Plenty! Listen to this: — The Johnson O'Connor HUMAN ENGINEERING LABORATORY has tested the vocabularies of thousands of people in all age groups and in all walks of life — and

has discovered that the men drawing down the highest salaries have largest vocabularies.

In "Word Power Made Easy" you will learn in three weeks how to build a rich, effective, permanent vocabulary — how to gather and build ideas; how to choose words that have punch and drive. Here are words that lead to straight thinking, build self-assurance, improve ability to convey exact information.

The average adult learns only 50 new words a year. According to Mr. Lewis' schedule, you will have learned 50 new words in one hour. And if you apply yourself to this book one hour a day for 21 days, it will pay word dividends that are beyond calculation.

54 out of 55 top executives chose "good speech" as most important development factor.

How To Talk Well

by JAMES F. BENDER



DR. JAMES F. BENDER

Psychologist, teacher (Columbia University and Hunter College), author and lecturer. Organizer and a director of National Institute for Human Relations.

Dr. Bender's great book offers hundreds of specific aids to help you improve your speaking habits in your job, in selling a product or yourself, in talking before a group, in talking on a telephone or in social conversation. In this wonderful book you'll find 12 tips to make you a better conversationalist, 3 steps to building better speech habits, 10 guideposts to popularity, 3 rules that assure you a more persuasive voice, 18 ways successful speakers control stage fright, 24 ways to keep an audience alert and responsive, and 38 ways to conduct meetings and be a good chairman. Here are ways to overcome timidity, to think on your feet, to acquire poise and confidence, to make your voice sound better, to prepare and deliver a speech.

Just spend a few minutes each day reading this book. You will, in a remarkably short time, acquire the kind of speech that commands respect, influences people and gets things done!

How you can be a "master" at getting ahead faster and easier by "getting along better"!

Successful Human Relations

by WILLIAM J. REILLY, Ph.D.



WILLIAM J. REILLY, Ph.D.

Famous business consultant; Founder, National Institute for Straight Thinking.

John D. Rockefeller once said "I will pay more for the ability to handle people than for any other ability under the sun". Today, that feeling is becoming more and more important throughout the business world. This book shows with wonderfully revealing and practical examples what you can do to improve your relations with others: how you can open closed minds; how you can win the confidence of others; how you can inspire belief and how much those wonderful "belief" relationships can mean to you. This includes the very carefully developed idea of "sponsorship"—including the business of getting the "sponsorship" of others.

Your success depends to a very great extent on the number of people in whom you have created a relationship that can accurately be said to be founded on belief. This book shows you how you can greatly increase the number of such people in your own life.

That's right — All 3 books — published at a total price of \$10.20 sent you for only \$1 (plus a few cents shipping)

"Word Power Made Easy" published at . . . \$ 3.95
"How to Talk Well" published at . . . \$ 3.75
"Successful Human Relations" published at . . . \$ 2.50

TOTAL PUBLISHED PRICE FOR 3 VOLUMES \$10.20

GIVING you 3 full-sized, hard-cover books like these for only \$1 is for us a very expensive way to introduce you to the Executive Plan and show you the kind of books you will be offered regularly as a FREE member of America's famous Executive Book Club—at big savings (members buy only the selections of their choice—at savings of at least 25% off retail prices).

We feel sure, however, that this introductory offer is the best way because these three Executive selections have been chosen by our editors as the very finest books available in the 3 most important "areas" of executive development. Indeed, executives making \$25,000 a year (and up) will tell you that this 3-way development is the real key to winning your way to a better job at better pay.

Here's how the Executive "Plan" works —

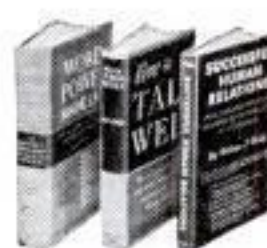
- ✓ Each month, Executive Books' editors select an outstanding book by a recognized authority—a man at the TOP. Each book deals with practical knowledge essential to your success. Executive Book's Editorial Advisory Board includes: Alfred P. Sloan, Jr., Chairman, General Motors Corp., Bradford B. Smith, United States Steel Corp., William C. Mullendore, President, Southern California Edison Co., Henry Hazlett, Contributing Editor Newsweek Magazine, and others.
- ✓ Each month you will receive, as a member, a free copy of our report, "The Executive". In it you'll find a full description of the forthcoming month's selection (chosen from new books of the leading publishers) and a summary of many other current books on practical subjects. Thus, you have nearly a month to tell us whether or not you wish the selection.
- ✓ You are not obligated to accept every month's selection. You may take as few as four selections a year and still retain all the privileges and savings to which you are entitled. However, let's be clear about it. As a member you agree to purchase four selections of your choice during the next 12 months.
- ✓ The Executive Plan always saves you money, too. Executive Book selections cost members an average of less than \$3.25 (including shipping). You always pay at least 25% less than the publisher's regular retail price. Frequently two books are offered as a Combined Selection—at a price that may be no more than the retail cost of one of the books—a saving of nearly 50% to you as a member.

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The dollar you invest for these 3 vitally important "key" books may well be the most productive dollar you ever invested in your life. Just one of these books, may make the difference between a better job and staying in the same old "rut". So, join with the thousands of Executive Plan members in "key" positions in such top organizations as American Tel. & Tel., Beechnut Packing, B&O Railroad, Bethlehem Steel, Kennecott Copper, International Business Machines, Gulf Oil, Standard Oil of Ohio, etc. Act at once to let Executive Books help you succeed in business. Mail this coupon today or tomorrow sure!

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LI-2

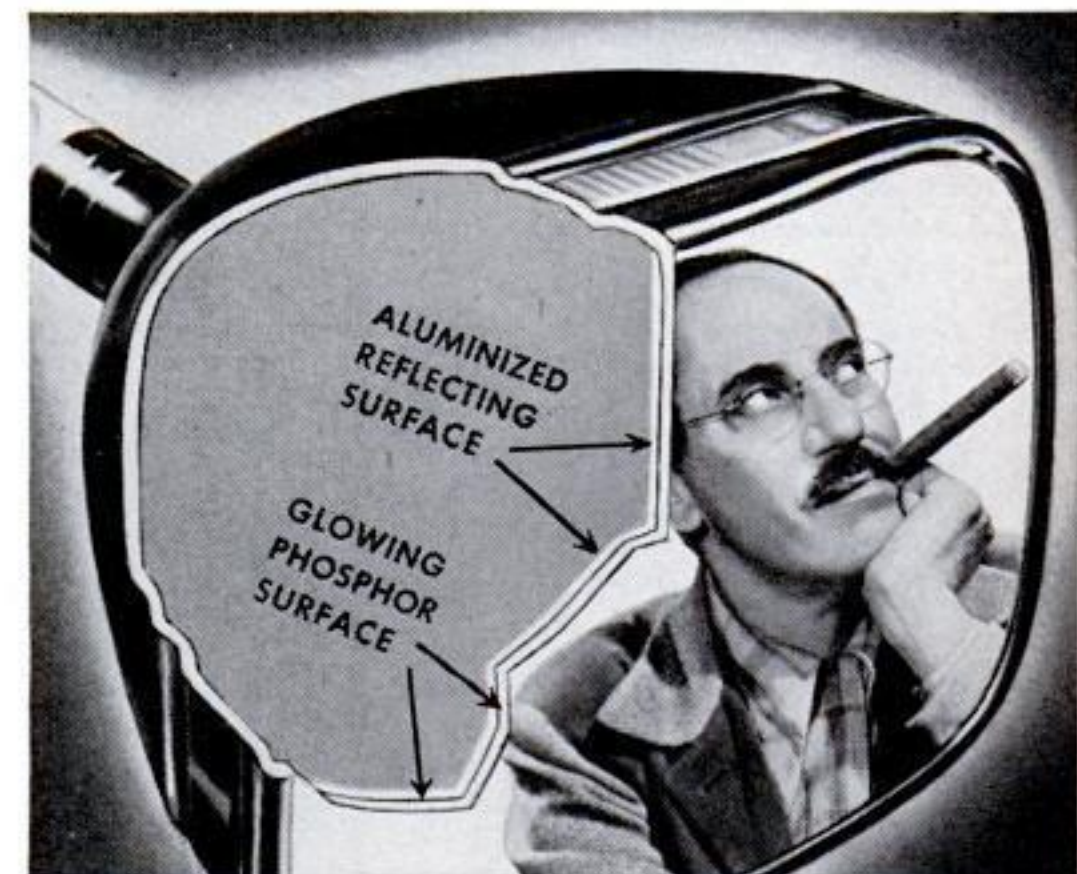
EXECUTIVE BOOKS

100 SIXTH AVENUE, NEW YORK 13, N. Y. • A DIVISION OF THE GREYSTONE CORPORATION

**Goodbye ghost . . .
hello Groucho!
New tube does the trick.**



● Nothing looks sicker than an ailing TV picture. But the remedy is quick and easy. Change to a G-E Aluminized Tube and see the TV stars better than the first day you bought your set. As one TV viewer puts it—"now my picture is so real I can almost flick the ashes off Groucho's cigar!" Actually the G-E Aluminized Tube can make your present TV *better than new*—no matter what the brand. Picture contrast that's terrific—blacker blacks, whiter whites—TV's greatest eye-ease. Call the serviceman who handles General Electric Tubes for this quick, economical change-over.



● The ordinary non-aluminized picture tube—no matter how new it is—simply doesn't have enough brightness to give you the contrast you need. Viewing is hard on the eyes because much of the light shines back into the interior of the tube, reducing picture contrast. The G-E Aluminized Tube mirrors the light toward you—increases brightness up to 100%. Result: sharp, easy-on-the-eyes contrast, excellent definition. Call your serviceman now, so he can make your set *better than new* with a G-E Aluminized Tube. Remember, the G-E Aluminized Tube is backed by a one-year registered factory warranty. Tube Department, General Electric Company, Schenectady 5, New York.

GROUCHO MARX, star
of "You Bet your Life,"
on NBC-TV and Radio

You can put your confidence in—

GENERAL  ELECTRIC

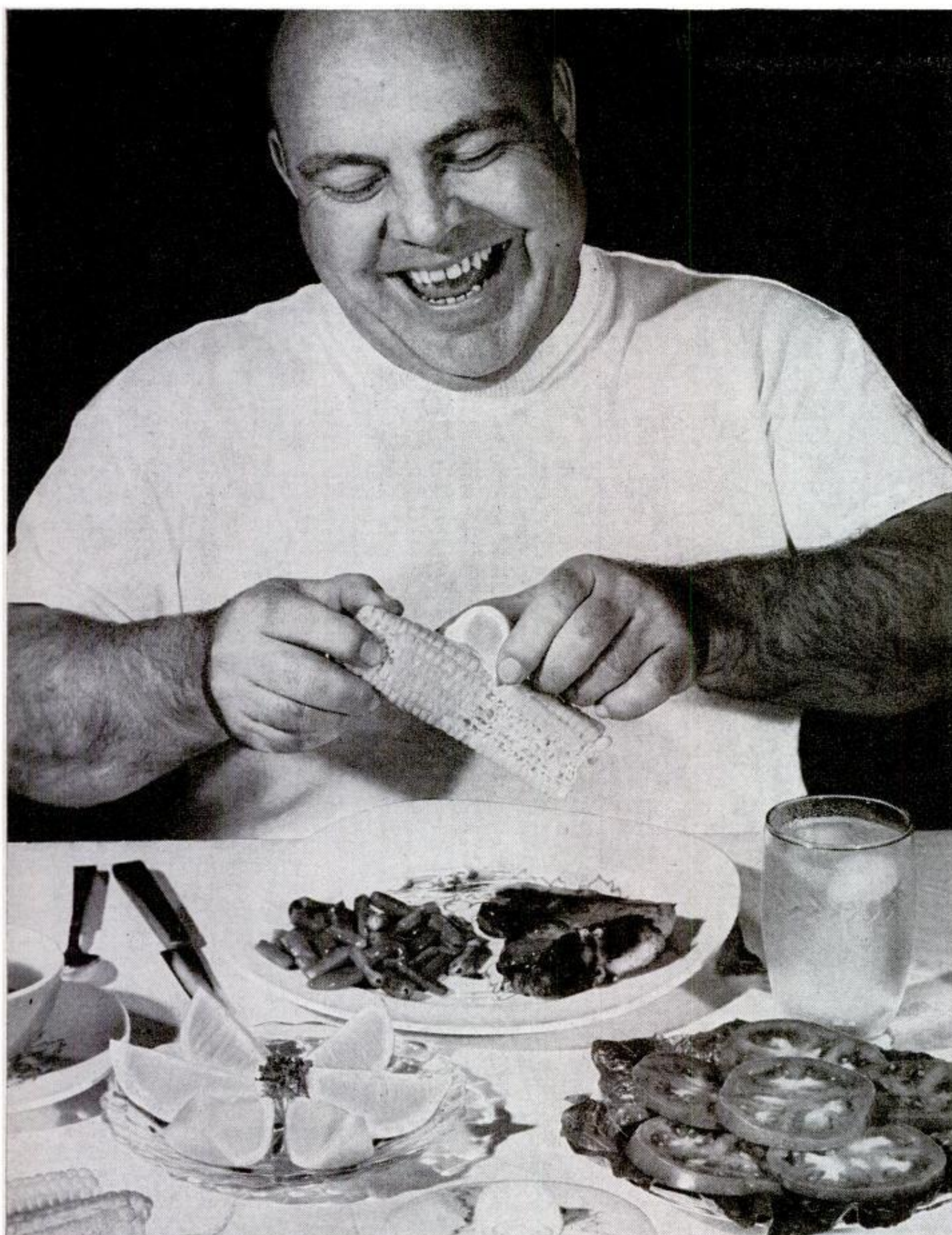
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Lemons prove lifesaver for low-salt diets

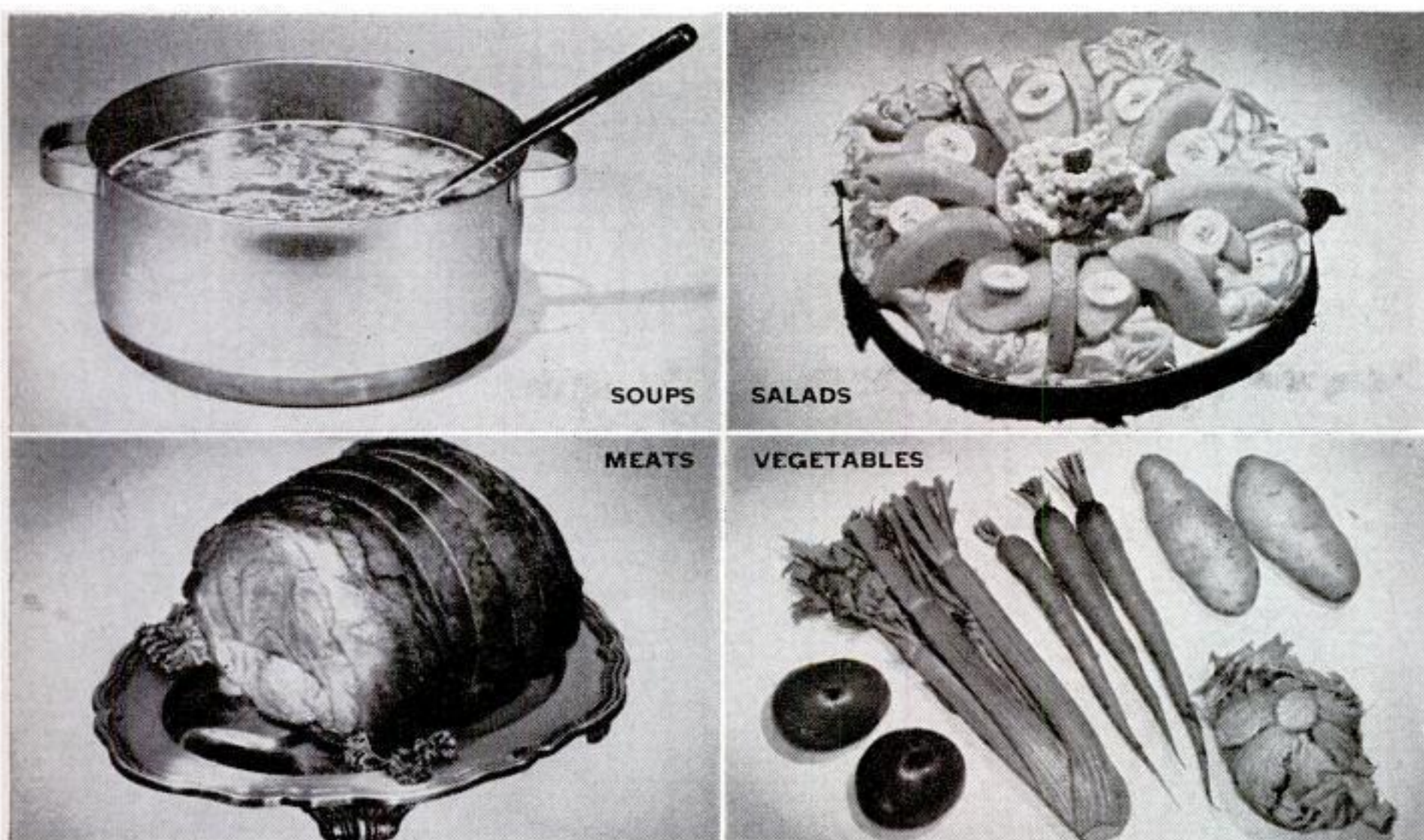
ONE OF THE MOST IMPORTANT recent developments in the field of food and nutrition has been the tremendous increase in the number of Americans on low-sodium diets. Frequently prescribed for high blood pressure, heart disease and as an easy weight-reduction method, the big problem of the low-sodium diet, according to doctors, is to keep unsalted foods from tasting flat, insipid.

A simple and effective answer is provided by the substitution of fresh lemons for salt as a table seasoning. A good squeeze of lemon added at the table transforms tasteless, unsalted foods into delicious, appetizing ones. The taste of salt is replaced by the tantalizing tang and aromatic flavor of fresh lemon juice.

The use of lemon as an all-purpose table seasoning is *not* restricted to the low-sodium diet. Many, many people are discovering that lemon's tartness enhances a surprising variety of foods. A few drops of lemon bring out the full, natural flavor of the food itself. And lemon works this flavor magic *with or without salt!*



IF YOU'VE ever tried eating corn on the cob without salt you know how dull and unpalatable a low-sodium diet can be. Lemons, themselves virtually salt-free, are a wonderful help, patients report. A few drops of lemon can make all the difference between flat, insipid foods and tempting, appetizing ones.



SOUPS

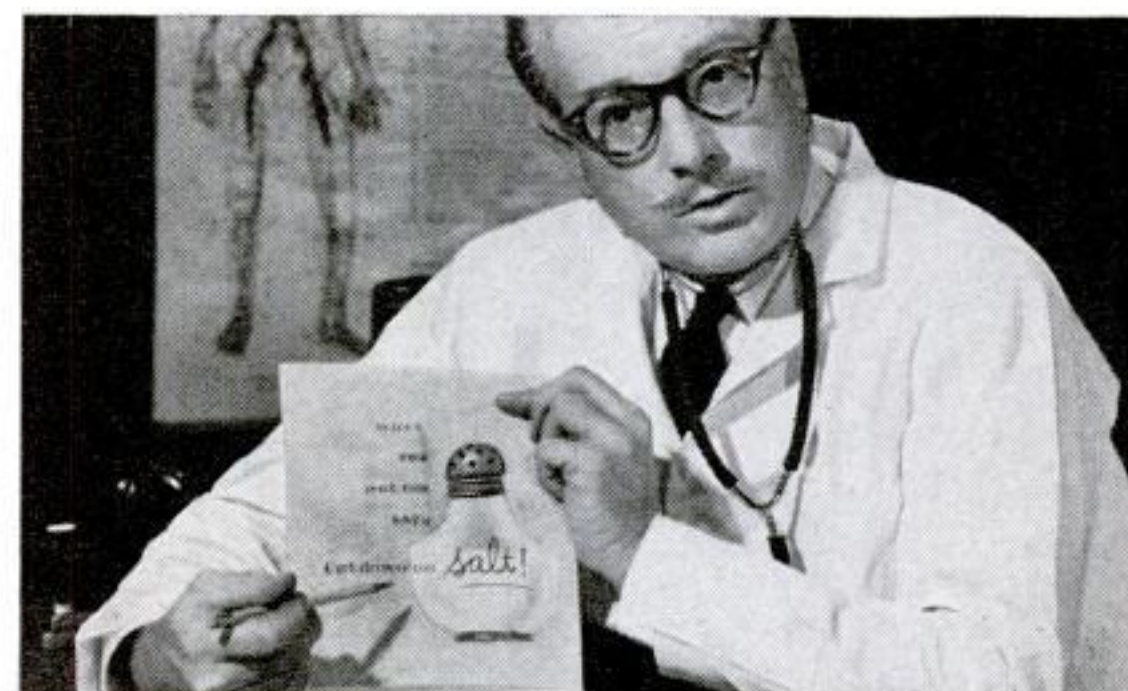
SALADS

MEATS

VEGETABLES



REDUCING? Many reducing diets recommend *cutting down* on salt. Seasoning with lemons instead of salt makes reducing *easier*. Not only does it help you lose weight *faster*, but a good squeeze of lemon peps up listless low-calorie foods.



ASK YOUR DOCTOR about the use of lemons on low-sodium diets, or write for free copy of new Sunkist booklet, "When the doctor says: *Cut Down on Salt.*" Write Sunkist, Sec. 2702, Terminal Annex, Los Angeles 54, California.

"IF YOU'VE BEEN LIMITING the use of lemon to fish and seafood, tomato juice and tea," explains Gertrude Austin, Sunkist Consumer Service Director, "you're missing out on half the fun of eating. Soups, salads, meats and cooked vegetables are made instantly more flavorful, more delicious with a few drops of tangy, fresh lemon added at the table."

ADVERTISEMENT: copyrighted by **Sunkist®**



Do you know her well enough to ask?

How does she do it—day in, day out, *the whole month round*? Theaters, dances, club meetings . . . always fresh, poised and at ease . . . never excuses herself at the "monthly time," as so many women do. What is her secret? Do you know her well enough to ask?

On second thought, don't bother to ask! Just try *Tampax** for sanitary protection on "those days" each month. You wear it *internally* instead of the outside pads, pins, belts, etc. It gives you freedom you haven't had since you were a girl. Invented by a doctor and now used by *millions*, Tampax is thoroughly scientific in construction. Made of pure surgical cotton for great absorbency, it is so small it is contained in slender applicator for easy insertion.

You can't feel the Tampax while wearing. No chafing or odor—easy disposal. Wear it in tub or shower. Month's supply will slip into purse. . . Sold at drug or notion counters in 3 absorbency-sizes: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

*Reg. U. S. Pat. Off.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED LF-16-23-B
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name.....

Address.....

City..... State.....

LETTERS TO THE EDITORS

SIXTH COLUMN

Sirs:

"Western Aid for Red Buildup" (LIFE, Jan. 26) merits the plaudits of all Americans. Withholding strategic equipment from the Soviet orbit is comparable to additional weapons rolling off our assembly lines.

Your reference to the Czech expediter Davidovic interested me very much. I met him in 1949 when I was with American Military Government in Germany. He originally came into Western Germany as an adviser to the Czech delegation with whom I was negotiating an agreement. I soon ascertained that he was there for other reasons and immediately refused to authorize the extension of his permit. Much to my dismay, I found he had been given a German identification card and was living as a German.

I subsequently transferred to the U.S. High Commission, where I became chief of the East-West Trade Group, and assumed responsibility for control of strategic materials. Many recommendations that would have benefited the over-all policy were not acted on at that time, including repeated requests to investigate the free port of Hamburg.

I favored far more stringent controls, not only of strategic materials but also of trade and financial negotiations. Policy changes are absolutely essential if the situation is to be improved.

VAL K. GAERTNER

Arlington, Va.

Sirs:

Six years ago I was approached by Russian agents trying to buy steel and medical supplies. At the time I was shipping luxury items into Germany and Czechoslovakia. Our only real opposition were American authorities.

A typical deal is the one we ran out of Antwerp involving the monthly shipment of 50 million American cigarettes into West Germany. I purchased these from a Belgian import-export house at 9¢ a pack and shipped them "in transit" to Czechoslovakia. En route we unloaded our cigarettes on the Munich black market at 35¢ a pack. But other parties picked up the truck and sent it with false billings and another cargo through to Czechoslovakia. Dealers in the market apparently put the Russians in touch with me in order to enlist us in "sixth column" operations. . . .

NAME WITHHELD

Rochester, N.Y.

Sirs:

You published a photograph showing part of a box and part of the ship-

ping instructions thereon. Your caption reads: "Crated jeeps, reaching Basel via Antwerp, are consigned to Zurich, but may be sent anywhere." We take strong exception to this implication of hanky-panky behind the Iron Curtain on the part of a reputable American company.

The jeep contained in this particular box (as evidenced by the number 138 shown in your photograph) was destined for the Swiss army. The consignee was our Swiss distributor, Fratelli Ambrosoli, Zurich.

All automotive shipments by any manufacturer for sale in the Swiss market are brought into the several free ports established by the Swiss government. This is a convenience and financial aid to Swiss importers, who need not pay the duty until ready to remove the vehicles from bond.

All shipments of jeeps to any other foreign country are subject to export licenses issued by the Department of Commerce. We have a sworn affidavit from Fratelli Ambrosoli advising that they have never sold any jeeps outside of the Swiss market.

HICKMAN PRICE JR.
President

Willys-Overland Export Corporation
Toledo, Ohio

● No reflection on the export practices of Willys-Overland, manufacturers of the world-famous jeep, was intended.—ED.

Sirs:

Your excellent article emphasized a most important principle of modern economics: those who cannot sell cannot buy. . . . The U.S. has a choice: Europe must and will trade with either the East or West. If we keep our tariffs high it will be the East.

JUDSON FRANCIS JR.

Dallas, Texas

● LIFE reported a dangerous underground flow of strategic goods to Communist countries. But it agrees that trade in nonstrategic materials, including food, between East and West is necessary to a normal European economy.—ED.

Sirs:

I resent your sentence concerning my country, Switzerland: "The Swiss are past masters at staying out of wars, financing both sides and making money regardless of what happens or who gets hurt." This is a grave misinterpretation of the motives for Switzerland's neutrality. . . . Switzerland's neutral status brought many advantages to the U.S. and its allies. Hundreds of American airmen were able to land their damaged bombers on our airfields and await the end of the war comfortably in Swiss resorts, instead of Nazi prison camps. The reasons for Switzerland's neutrality were, and still are, anything but mere selfishness. The Swiss people have made large sacrifices to maintain it.

DR. KARL G. SCHEIBLI

Chicago, Ill.

Sirs:

Much of our own tradition of neutrality, initiated by Washington and Jefferson, grew out of our early international weakness, not unlike Switzerland's (pop. less than 5 million). If Switzerland hadn't stayed out of the war, a conservatively estimated 100,000 people who found refuge

there from the war's heroics would not be alive today, including the present writer. . . .

HERBERT STRAUSS

New York, N.Y.

Sirs:

No doubt shady characters always take advantage of liberties in a democracy, but I find it irresponsible on your part to identify their business ethics with those of Swiss people in general.

K. R. RUCKSTUHL

New York, N.Y.

● As reported in American newspapers, the Swiss comment on LIFE's story is that Switzerland strictly controls the export of strategic materials manufactured in Switzerland itself, and of all goods imported for re-export. LIFE's story, however, concerned the passage of goods through Swiss free ports which are not subject to customs control and which can be redirected to Red consignees by sixth columnists without Swiss officials having the slightest knowledge of the switch.

The Swiss further maintain that although their country has no foreign exchange control, private banks guard against any financing of illicit trade. In six months of interviewing more than 50 American, British, Austrian, German, Dutch and Belgian economic and intelligence officers, manufacturers and shippers, LIFE consistently corroborated the fact that Zurich has become the center of sixth column financing. "If the Swiss cut off the sixth column funds flowing from their banks," said one official, "illicit trade in Europe would die overnight."—ED.

OLYMPIC JUMPER

Sirs:

We are disappointed you didn't show Roland Guerard's jumping form also (Speaking of Pictures, LIFE, Jan.



26). He leaps over five feet taking just one step. Here's a recent picture.

SHIRLEY SPORCIC

Houston, Texas

BULLFIGHT SCANDAL

Sirs:

All good bullfight fans thank you for your graphic attention to the unspeakable practice of *afaitando* (shaving) the horns of fighting bulls ("The Great Spanish Bullfight Scandal,"

CONTINUED ON PAGE 9



Felt our name lately?

Every time you use a Bell telephone like this your fingers touch our name, *Western Electric* . . . and that's your clue to what we do.

For over 70 years we've been the manufacturing unit of the Bell System. So we *don't* make refrigerators, toasters, television sets or motors. We *do* make good telephone equipment . . . like telephones, cable, switchboards and literally thousands of kinds of things that make good telephone service possible.

Working side-by-side with Bell Laboratories people who *design* telephone equipment and Bell telephone people who *operate* it, we have helped to give our country the most and the best telephone service in the world. Valuable always, such service is priceless in times of national emergency.

Western Electric

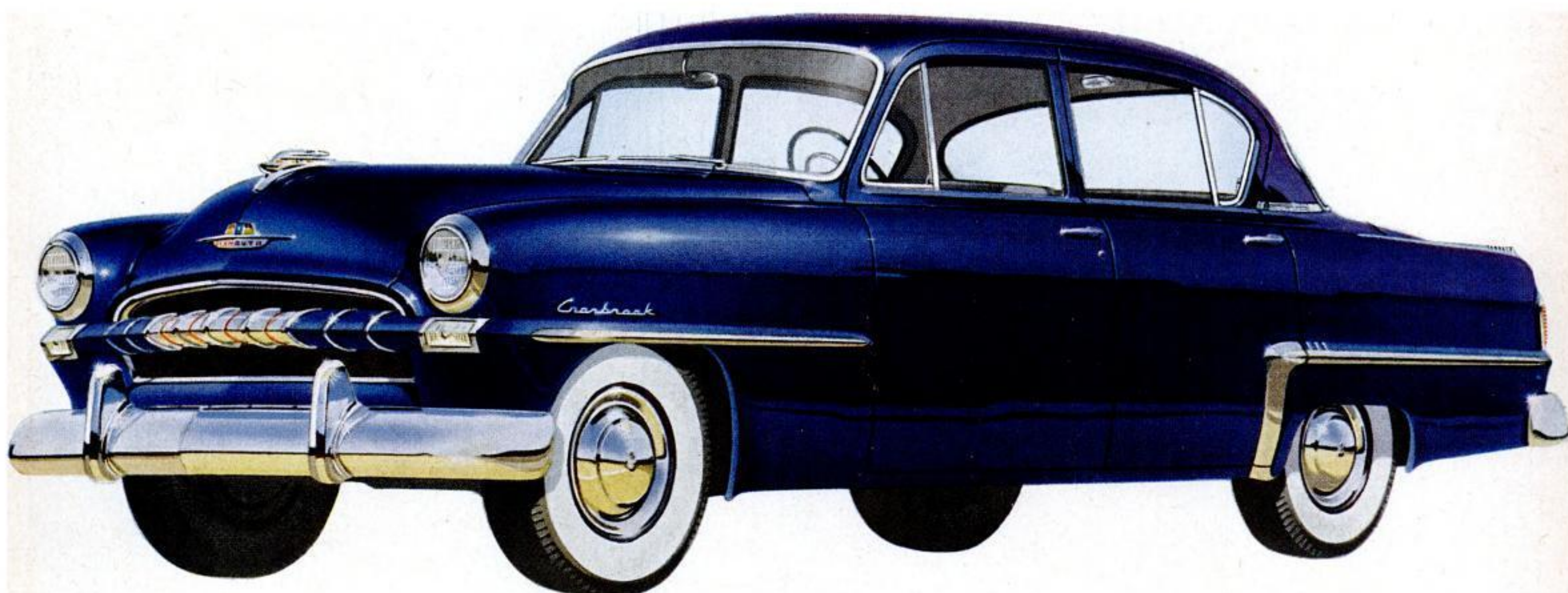


A UNIT OF THE BELL SYSTEM SINCE 1882



In Plymouth for '53...

famous B-W Overdrive!



Working together, Borg-Warner and the Chrysler Corporation now make available in Plymouth cars the gas economy and many other advantages of this advance-type transmission.

Bringing ever greater pleasure to driving has been the steady objective of Borg-Warner and Plymouth during their many years of working hand in hand. Now in the newest Plymouth models, this talented partnership brings another outstanding benefit—the B-W Overdrive.

This remarkable transmission automatically reduces engine revolutions 30% at cruising speeds—25 miles an hour and above in Plymouth. This means that when the car travels at 40, for example, the engine does only 28. At 60 it does 42. Far less gas is used.

There's longer, trouble-free life for the engine. Riding becomes quieter, more restful.

B-W Overdrive is but one of Borg-Warner's many contributions to the auto industry since the beginning. Today, 19 out of the 20 makes of cars include B-W parts such as transmissions, overdrives, clutches, universal joints, propeller shafts, radiators, and timing chains.

Each of these show how special engineering skills and production facilities enable Borg-Warner to "design it better—make it better."



Saves money!
B-W Overdrive can pay for itself in extra gas mileage alone. Your engine loafs its way to longer life. Your car stays young and modern longer.

Smoother going!

On the highway, B-W Overdrive quiets the engine for new gliding smoothness and riding comfort. In traffic, it cuts down on shifting. B-W Overdrive automatically gets more out of your car—yet you're always the boss.



**ALMOST EVERY AMERICAN BENEFITS
EVERY DAY FROM THE 185 PRODUCTS MADE BY**

BORG-WARNER

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • CLEVELAND COMMUTATOR • DETROIT GEAR • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WOOSTER DIVISION

LETTERS TO THE EDITORS CONTINUED

LIFE, Jan. 26). It's been done in Mexico too. Now that it's out in the open, public protest can cause the authorities to put teeth into the abused legal regulation of the *plazas*: a competent and honorable veterinary examination of every bull before every fight, to guarantee soundness of limb, eye and horn. A bullfight public that will put up with *afeitando* is as criminal and corrupted as the matador who hires it done.

TOM LEA

El Paso, Texas

●Tom Lea, the painter, is the author of the best-selling novel, *The Brave Bulls*.—ED.

Sirs:

I am glad to see this racket finally exposed. Ever since the death of the great Manolete, Spanish ranchers have been afraid to send undoctored animals to the rings.

TONY BRAND

Beverly Hills, Calif.

EDITORIAL

Sirs:

As a French citizen, I'll bet dollars to sous that your editorial "France: New Government" (LIFE, Jan. 26) does more harm than good. Your strained burlesque can only defeat your call for "a politically stable France." Like so much other American criticism of Europe, you tear down tactlessly and fail to build up.

French political thought antedates American history by a good many centuries. And yet, claiming to represent the American intellectual, you have the brashness to ask, "When will French politicians start being their political age?"

MIRIAM CONANT

New York, N.Y.

Sirs:

... Some of the arguments set forth are probably right, but they become obnoxious in the way they are presented. I stand for outright frankness between nations, but there are various ways of expressing one's opinions. An editorial like this poisons relations between France and the U.S. People in democracies have become difficult to govern for a multitude of reasons. But such remarks make the situation much worse and are inexcusable.

PHILIP CORTNEY

New York, N.Y.

Sirs:

... Did you ever think of how a year-long deadlock between a Democratic president and a Republican Congress (or vice versa) looks to the uninformed public abroad?

BERNARD B. FALL

Syracuse, N.Y.

Sirs:

How can you call unstable the only nation among Western democracies whose foreign policy has been unswervingly directed by no more than two men, and those of a single party (Schuman and Bidault of the M.R.P.)? A change in government in France serves the function of keeping the executive branch constantly in accord with the people's will as represented by their elected deputies. To present it as the counterpart of our periodical change of administration shows ignorance. A better comparison of relative stability would be that France's two foreign ministers since Potsdam have

had to deal with no fewer than four U.S. secretaries of state representing both parties. ...

You should read François Mauriac's protest to LIFE's editorial in *Figaro*.

DODA CONRAD

New York, N.Y.

●François Mauriac's lead article in *Figaro*, to which Conrad refers, spearheaded a storm raised in French newspapers over LIFE's editorial. "A people which possesses the power to annihilate all life over immense areas should not have a vulgar laugh," wrote M. Mauriac, reminding the U.S. of World War I, "in which about 30 Frenchmen died for every American," and of later French sacrifices in World War II and now in Indo-China.

LIFE was, of course, burlesquing French politics, not the French nation. "... it must be hoped," said the editorial, "that individual Frenchmen will find a way to change the No. 1 obstacle to European unity, which is France's own impossible political habits and machinery." M. Mauriac himself concluded: "A happy insult, after all, if it startles our people, inviting us all, the leaders and the led, to a severe examination of conscience."

A few French newspapers displayed their traditional Gallic humor. *Carrefour* published this cartoon (below) as LIFE's supposed illustration of its editorial which cast Zsa-Zsa Gabor as Marianne, W. C. Fields as the U.S. State Department.—ED.



FRENCH CARTOON

OHRBACH'S

Sirs:

I loved your story, "High Style Cash-and-Carry" (LIFE, Jan. 26), but when I went shopping yesterday, Ohrbach's was mobbed. You've loused up the best bargain corner in town.

MIRIAM LEE GOTTLIEB

New York, N.Y.

Sirs:

Brother, what a price to pay for saving! You wrestle, grab and shove until you find a few items which

might fit. Then toddlers creep between your legs, adolescents explore you with furtive eyes, less shapely females shower you with deprecating glances, while still others are poised to snatch the thing right off your back!

MRS. L. H. KORODY

Los Angeles, Calif.

Sirs:

Of all girls on LIFE's covers, Sigrid Soelter is—Gosh! What a pretty girl!

THOMAS H. JONES

Bridgeport, Conn.

Sirs:

You stated the Ohrbachs regard as their most remarkable merchandising feat the purchase of "the bankrupt Merry Hull line of costly and luxurious little boys' clothes. ..."

Neither Merry Hull nor any of my designing work has ever been bankrupt. Ohrbach's purchase was the broken stock inventory of a bankrupt Ohio corporation which had manufactured some of my models. I had not been associated with this company, except as a minority stockholder, for about a year before their liquidation in October 1950. Since I am still actively designing as well as nearing completion of new ideas for my beloved small male world, I would regret any erroneous impression as to my business status.

MERRY HULL

New York, N.Y.

TRACKLESS TRAIN

Sirs:

How did they get the train ("A Train Runs out of Track," LIFE, Jan. 26) back on its track?

PARK L. LOUGHLIN

San Francisco, Calif.

●The cars were dismantled. Then the locomotive was lowered through the hole into station basement and cut to pieces.—ED.

MARTHA'S VINEYARD

Sirs:

Many thanks for the winter scenes of Martha's Vineyard ("A Summer Resort in Winter," LIFE, Jan. 26). We have watched the unforgettable sunsets over Menemsha Bight, but always in the summer. Like Mr. Eisenstaedt we have wanted to visit the Vineyard in the off-season. His splendid photographs helped fulfill this wish.

ELEANORE F. CLIFT

Evanston, Ill.

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SPEAKING OF PICTURES . . .

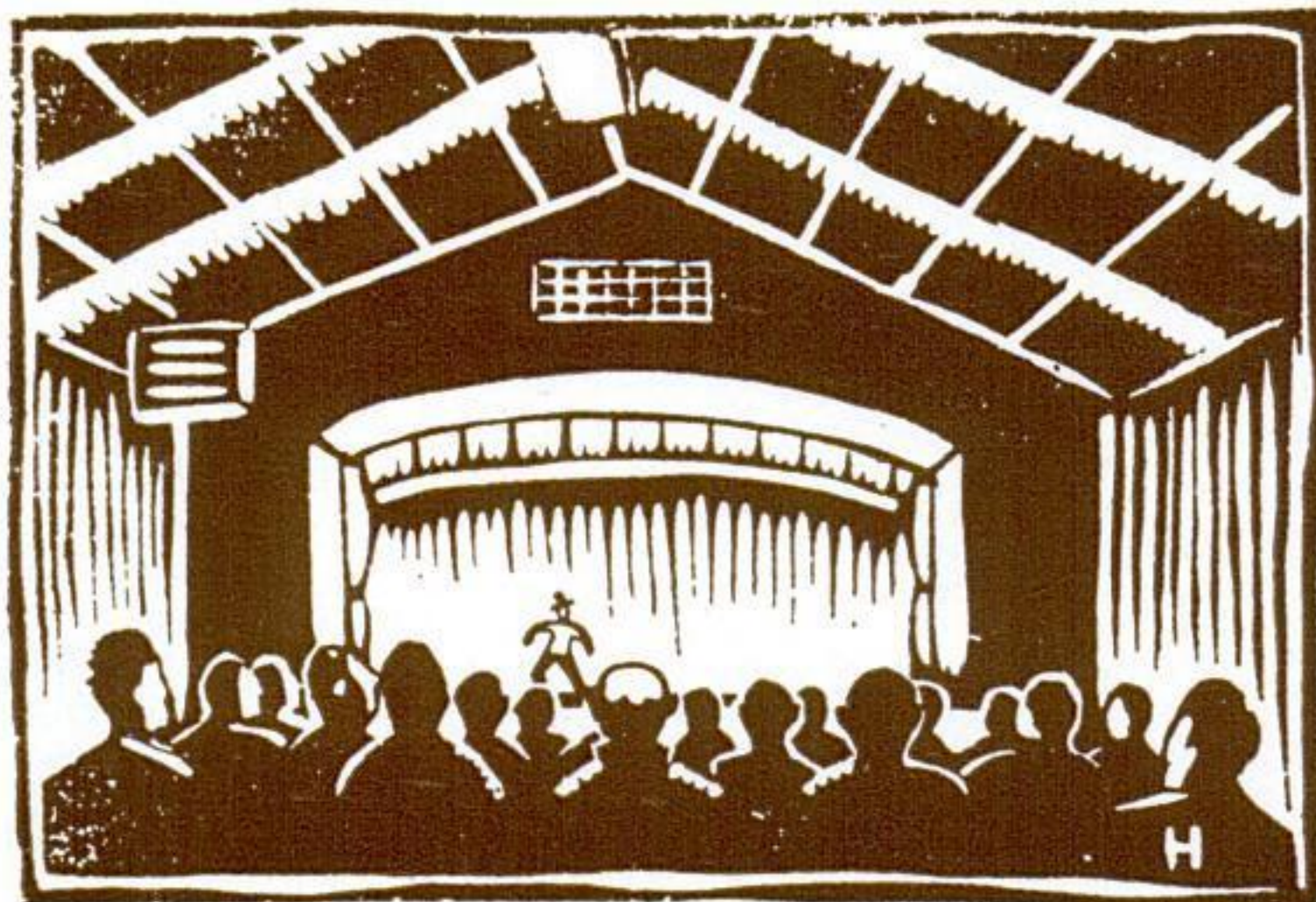
. . . Block prints by war criminals give a rare view of life in a Japanese prison



"BRAUNY MPs who led us away from the war trial seemed like giant robots," says Sachizo Yokura, one of the prisoners who made these wood-block prints. Yokura's own words, translated into English, are used as captions for the pictures which follow.



"COLD HANDCUFFS clamped on their wrists, prisoners sentenced to be executed are taken to death house. For these unfortunate souls, vigilance is strict. For the rest, life in prison is simple and unchanging routine."



"COMFORT PROGRAM includes frequent entertainment by friends in show business, who perform free of charge. For this great benefit alone, Sugamo prisoners consider themselves far more lucky than those still held overseas in the Philippines."



"GAME OF MAH-JONGG occasionally helps to cheer up drab prison life. However, when we think of the sorrow and loneliness of our loved ones outside, we feel ashamed of ourselves for indulging in frivolous games."



"BIGGEST JOY of life in prison, unchanging from day to day, comes at mealtime with distribution of food. The American MPs are said to have been impressed with efficient way in which the food is equitably divided and carried off to our quarters."

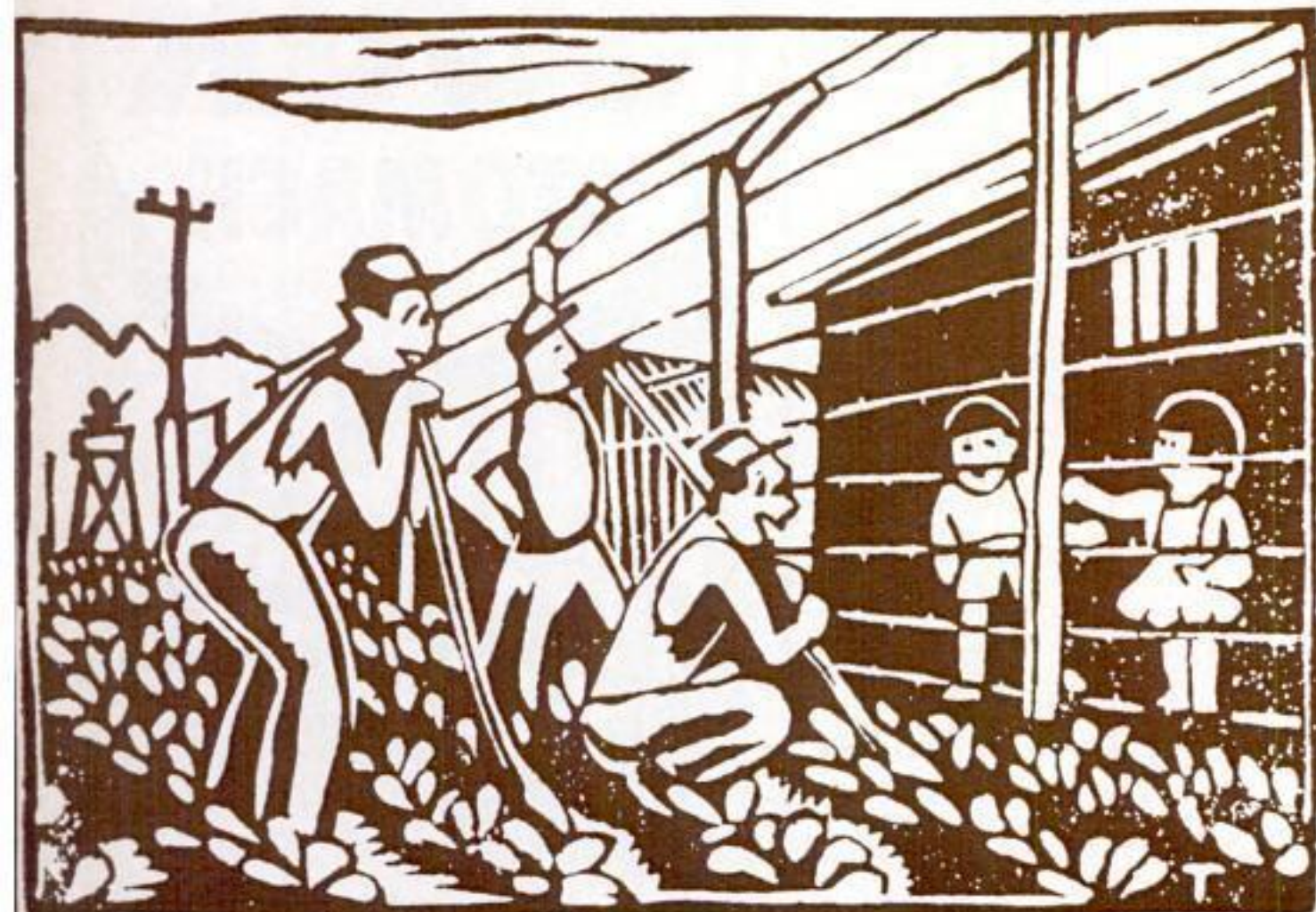


"AT VISITING TIME, through the wire network can be seen the faces of our loved ones—wives and children. When the trials ended in Tokyo after the war, we were not even allowed to bid our tearful families goodbye."

Most of the 1,200 Japanese convicted as war criminals by the U.S. after World War II were sentenced to Sugamo Prison in Tokyo. Once there, the world heard little of them. No photographs were permitted, and letters were censored. But working secretly, often when they

were supposed to be doing prison chores, six prisoners recorded their life in wood-block prints made with primitive tools devised from scraps of metal, flooring and an old umbrella. With permission of prison officials, the prints were released recently to a Japanese magazine.

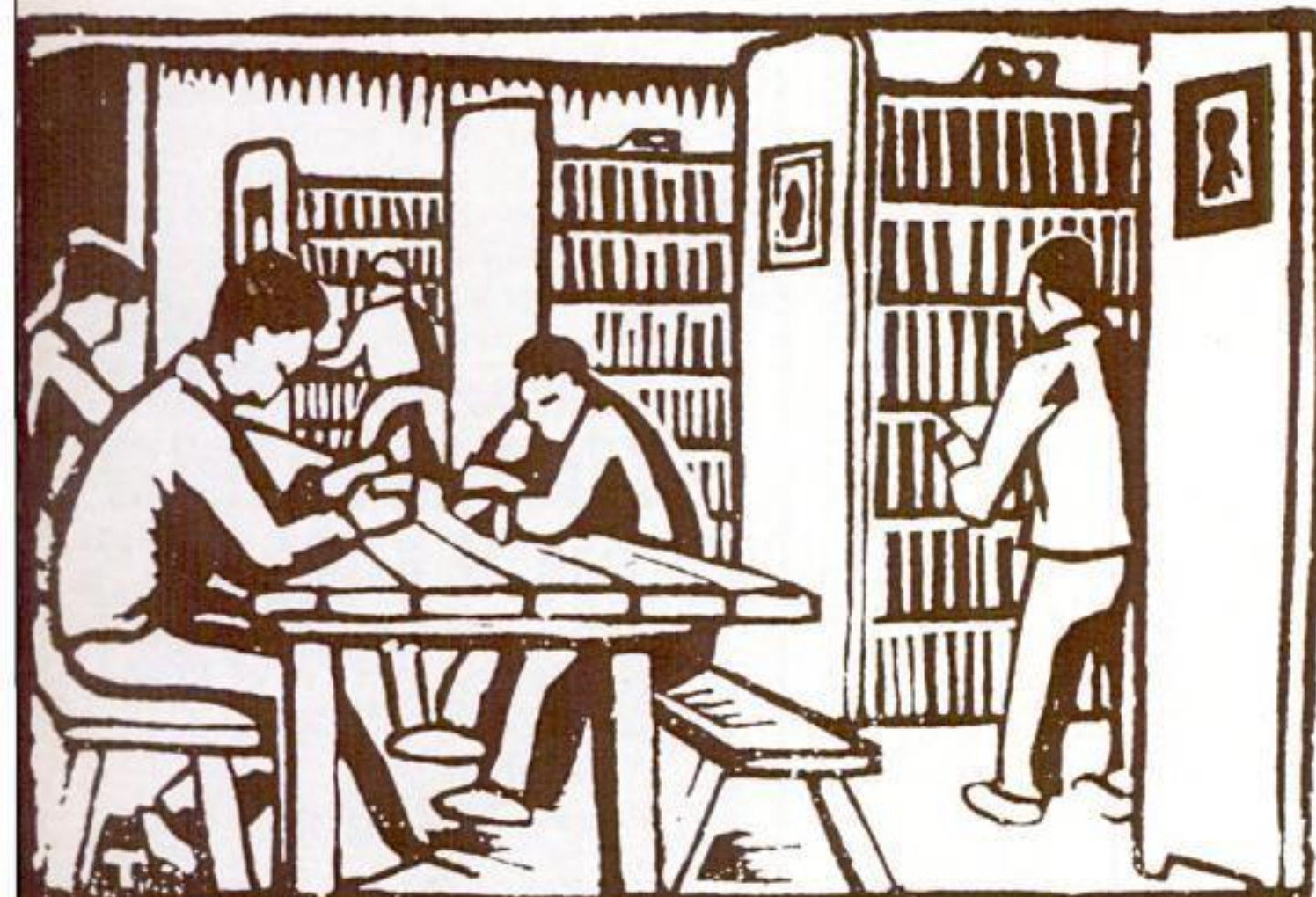
This rare pictorial record reveals life at Sugamo with elements of poignance and wistfulness, but the traditional Oriental graces of dignity and restraint characterize all the prints, even the grim little scenes on the fate of those sentenced to death for major war atrocities.



"CULTIVATING SOIL is part of prison work, and many children give us a cheery greeting. Saddest part of our lot is that we haven't any candy to give our youthful friends who are playing outside the barbed wire fence."



"FRISKING BY MPs greets soldiers who are returning from labor in the fields. Occasionally it is possible to sneak in tomatoes, radishes and other vegetables in small quantities. These smuggled vegetables help add variety to simple prison fare."



"THE LIBRARY is filled with books presented as gifts to the prisoners. Although the collection of books is mediocre and few in number, the prisoners read them avidly, grateful for sympathy shown them by the public."



"AMERICAN MP, with a cigar in his mouth, who watches us when we are bathing, invariably keeps shouting *hubba hubba*. However, even the short allotted time of 15 minutes for bathing is a very great luxury, and it washes off all the sweat and grime."



"FEAST OF FLOWERS is held especially for those who are under death sentence. Buddhist priest is on hand to console the doomed men and to inform them that a better way of life awaits them following reincarnation."



"LOCKED DOOR of the death cell looms cold and eerie. Today, an aged convict is standing on the outside, fervently murmuring a Buddhist prayer for the condemned. Already, the faces of the condemned men are like the innocent faces of children."

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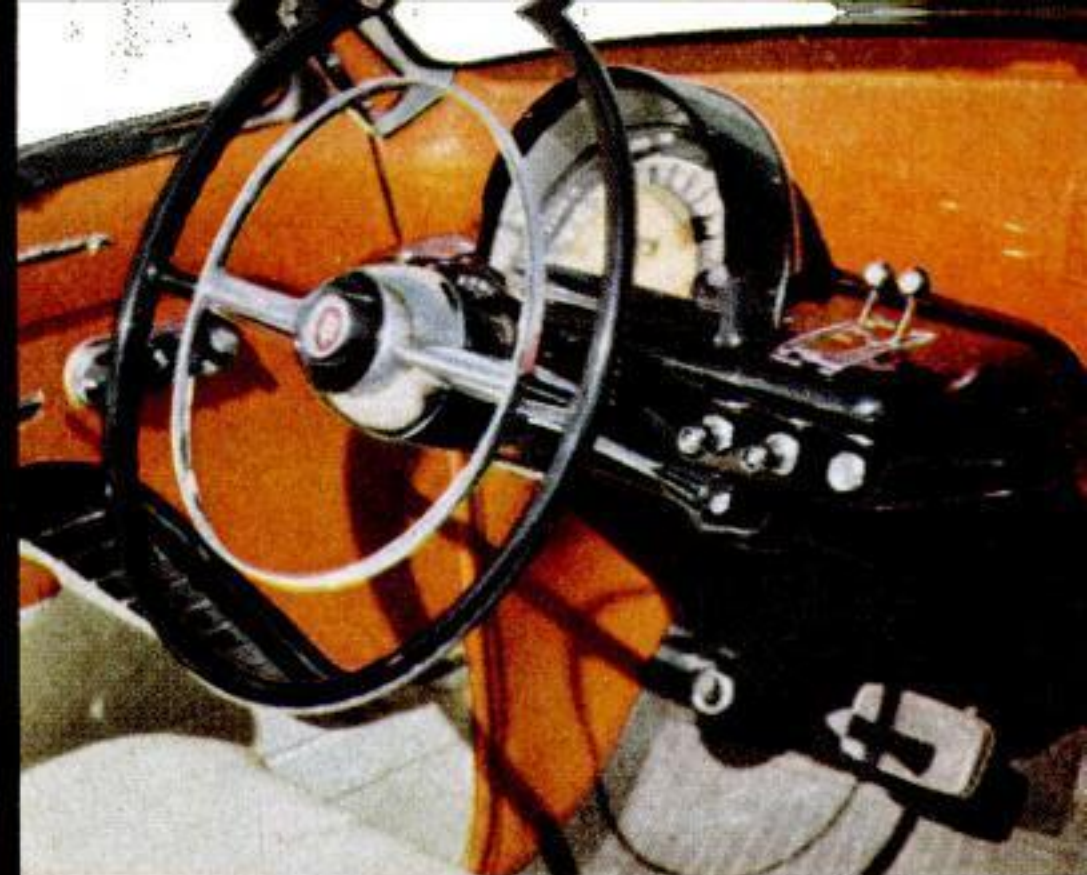




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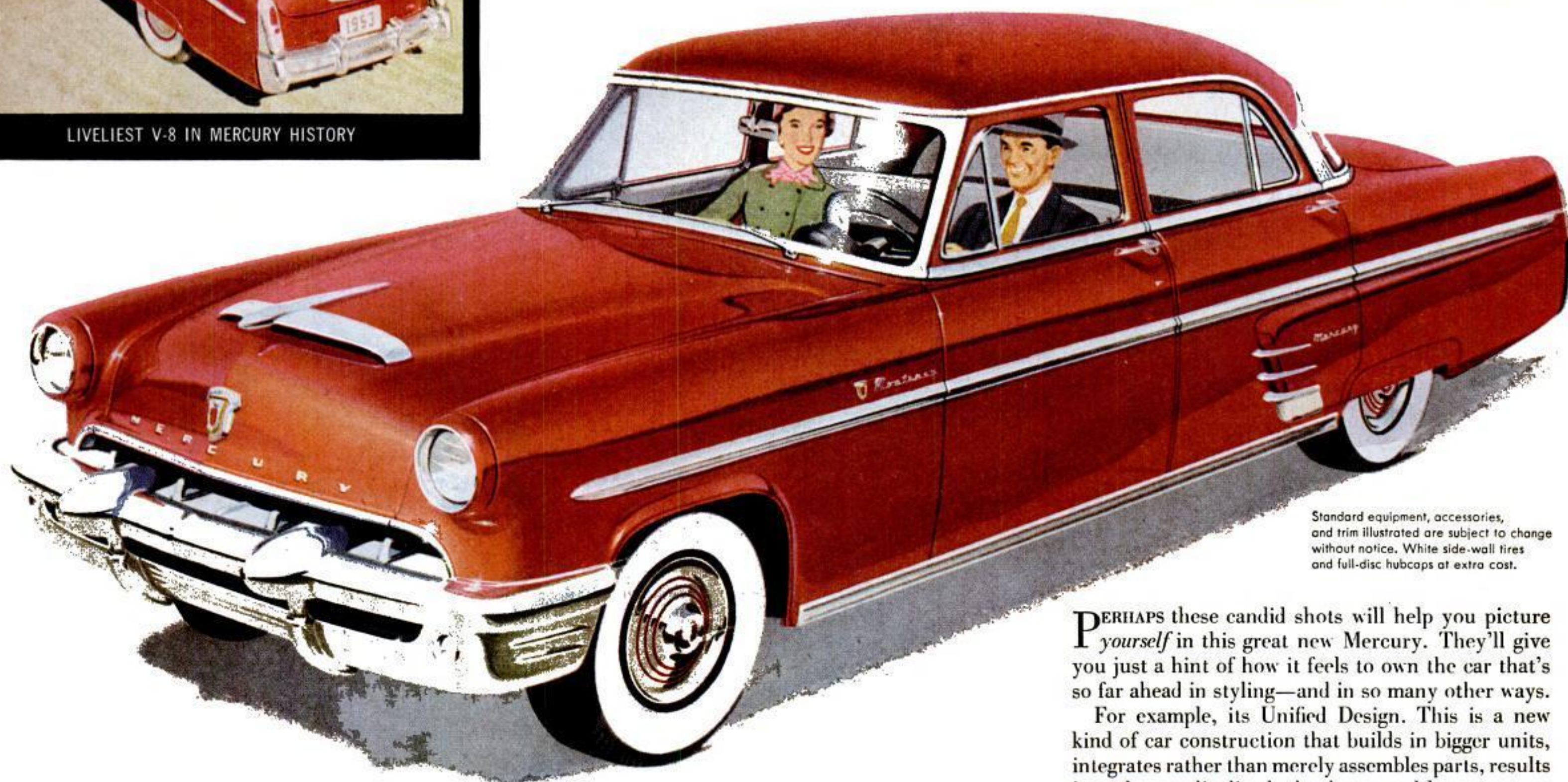
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Carnation Evaporated Milk
 $\frac{1}{2}$ teaspoon salt
2 cups (about 8 oz.) grated or cubed
process-type American cheese

1 teaspoon dry mustard
1 tablespoon steak sauce
4 cups cooked macaroni
 $\frac{1}{4}$ cup chopped pimiento
 $\frac{1}{4}$ cup chopped green pepper

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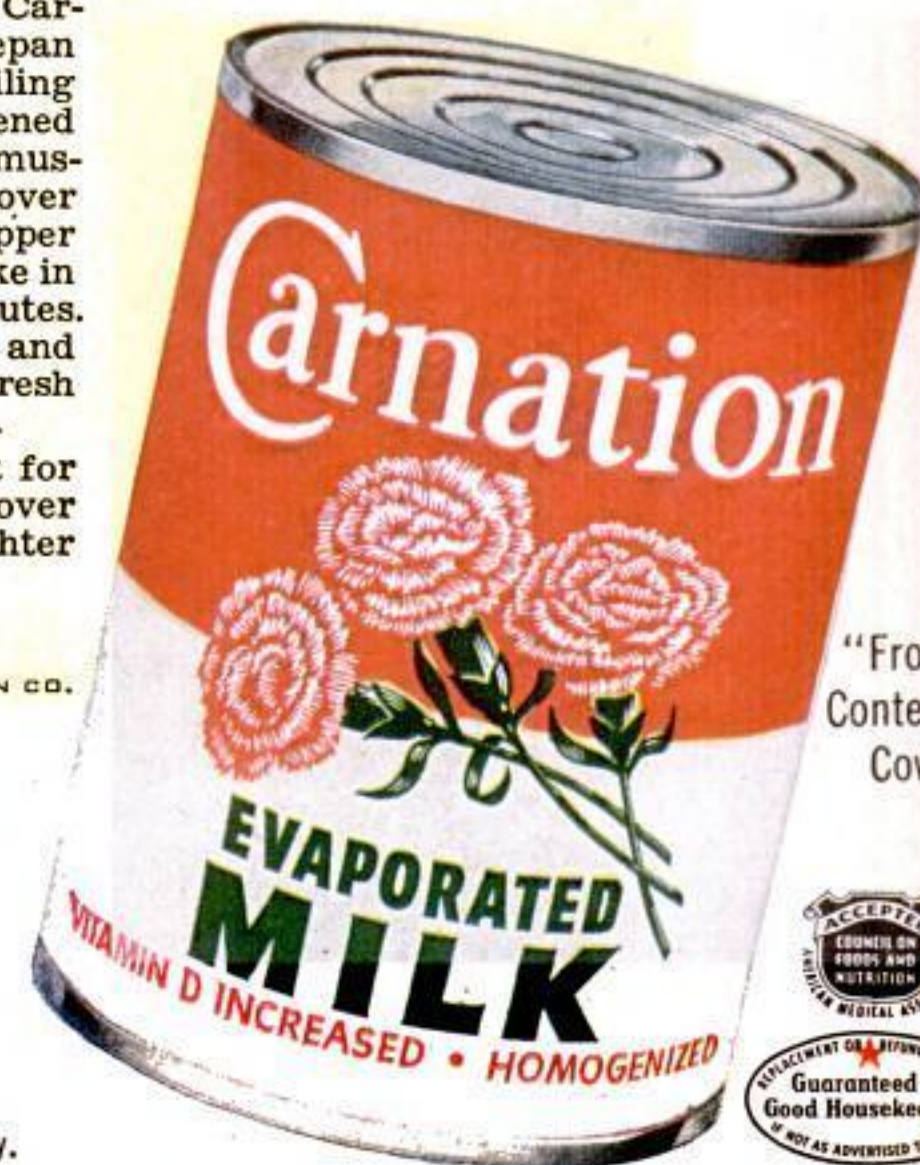
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P. S. This cheese sauce is perfect for many other uses. In casseroles, over vegetables and on toast. For a lighter sauce, use 1 or 1 $\frac{1}{2}$ cups cheese.

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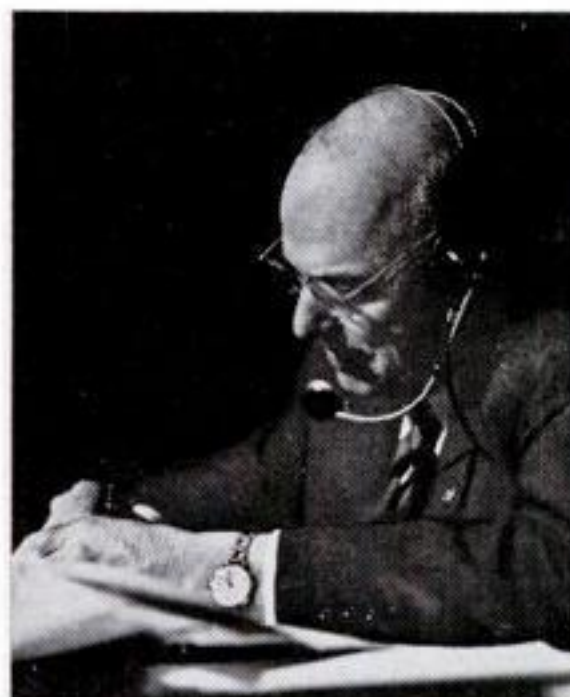
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CABINET MEMBER



NEW SALOME



SOMALI LEOPARD



BRITISH GUARD

ONE PICTURE IS WORTH 10,000 WORDS?

Until this week we had never heard of Queen Mary using a "knuckle." Nor had we any idea how the Ethiopian war 19 years ago affected the local leopards. We mention these points to discuss a journalistic contrast involving LIFE. Whereas magazines and newspapers normally illustrate their words with pictures, LIFE, a picture magazine, illustrates, or illuminates, its pictures with words. Although pictures may tell a great deal, they invariably suggest details, usually pertinent, sometimes trivial but always interesting, which LIFE includes in captions and text. This runs into quite a number of words—we have written some 21,000 for this issue.

A picture of the new Secretary of Commerce Sinclair Weeks shows him wearing a switchboard operator's headset. We looked into this and were impressed by the reason for this headgear (p. 39). For once Peter Pan is

portrayed by a boy rather than a woman, and you can find out why in the story of Walt Disney's new movie (pp. 62, 63). Queen Mary's "knuckle," by the way, is explained on page 35, and the dwarf Somali leopard crops up in the fashion news (pp. 66-68).

In addition to actual facts, such as the height required for a man who wants to become one of the Queen of England's Guards (pp. 86-97), there occasionally is some information to be passed along that is more fanciful than factual. In publishing the photograph of Rita Hayworth as Salome on page 79 we report that Rita's stated reason for going into her veil dance was to save John the Baptist, not get him killed. We report this as a matter of journalistic duty, even if those are not exactly the accepted facts in the case—not if other Salomes have been sticking to history all these years.

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7 Face Cream Oils now blended in New Woodbury Soap

Stop washing away your beauty; start using a brand new kind of complexion soap!

Woodbury skin scientists have found a way to blend *seven* rich beauty oils and emollients into New Woodbury Soap. These are the same softening ingredients used in expensive face creams. They're intended to help replace your natural oils... oils you need to keep your skin smooth and young-looking... oils you wash down the drain with ordinary soap-and-water care.

There are more wonderful changes in New Woodbury: *New luxurious lather* — richer, creamier,

more velvety! *New enchanting color* — a refreshing Sea-Spray green! *New Bridal-Flower fragrance* — a delicate, haunting floral scent!

Get New Woodbury Soap in its new blue and white wrapper, with the lovely lady and the mirror. Let your *own* mirror show you the *cleanest, most radiant complexion of your life!*

*Now better than ever! "Woodbury Soap
for the skin you love to touch!"*



FEAR STILL HAUNTS MOTHER AND SON RESCUED AFTER TWO PERILOUS DAYS FROM DUTCH TOWN WHERE 57 DROWNED AND HUNDREDS WERE MAROONED

NORTH SEA TERRORIZES ITS PEOPLE

Last week, for hundreds of miles along the coasts of England and the Low Countries, women and children, and men too, cringed from an ancient, mindless enemy. The North Sea had burst its bonds and was upon the land.

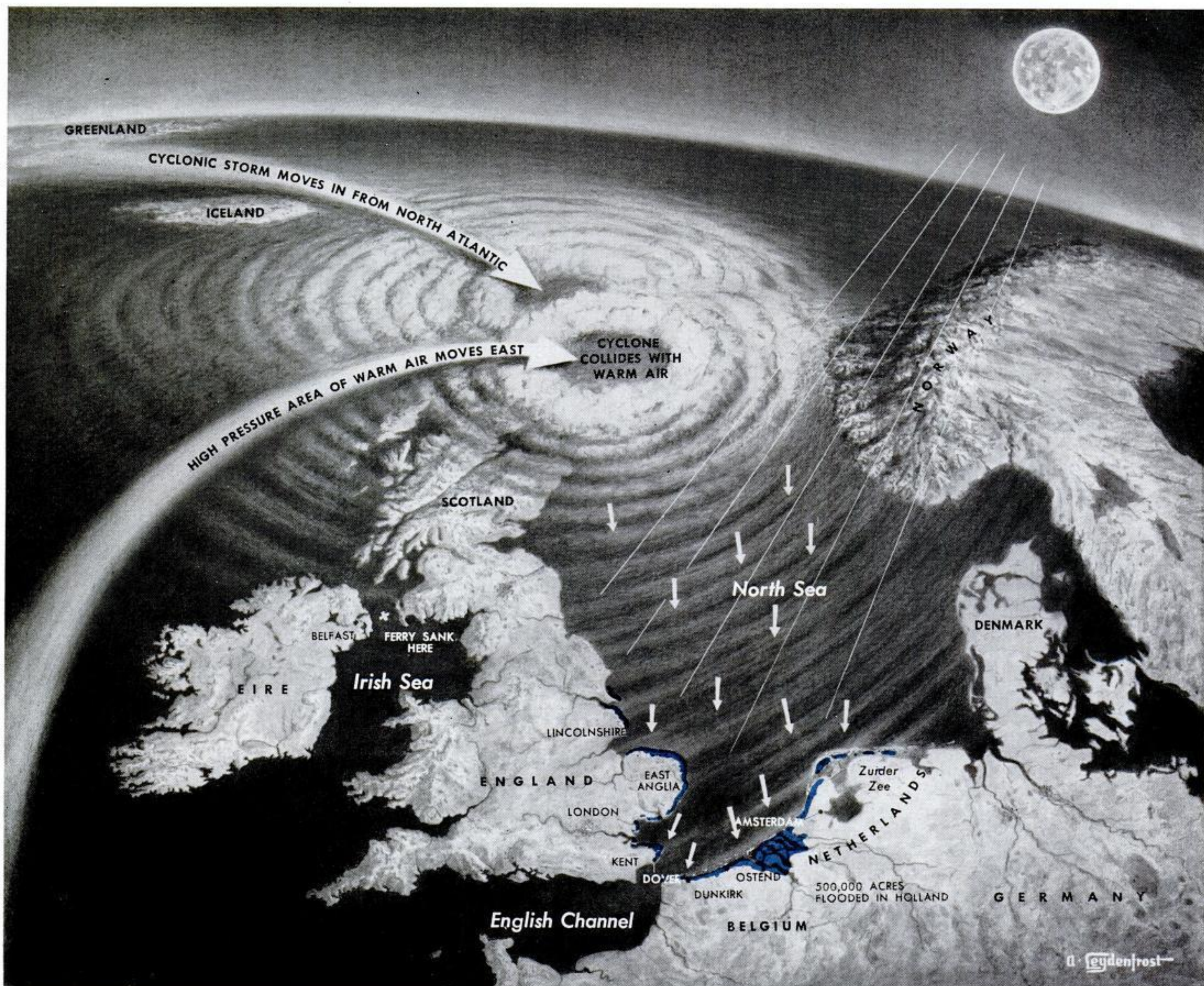
Riding behind the snow, rain and 100 mph winds, the sea struck at night too hard and fast to flee. Getting up, Britons opened their doors, only to be knocked down by flood. Hollanders heard their first warning in the mournful midnight tolling of church bells, when it was already too late. The flood bored up the

Thames estuary engulfing low-lying ground right into the outskirts of London. The storm flicked at France, inundated a corner of Belgium, smashed its hardest blows at Holland. There the dikes gave way and the sea crested, in some places 12 feet deep, over fields and towns and into Rotterdam on land the Dutch had spent 700 years reclaiming from the sea.

The rescuers mobilized quickly, but the sea was not finished. Day after day, snow and sleet and gale battered the stricken areas, hampering the rescue efforts of planes, trucks,

helicopters and men with rowboats. Hundreds who survived the first onslaught succumbed to exposure and slipped down to death from their precarious perches of safety.

As the week ended, the known dead were 1,550. The storm had left its mark on the faces of people and the face of the land. Nearly a million victims had been evacuated and damage was incalculable. In a disaster almost too big to be measured, the victims could only call it the worst since 1421 when St. Elizabeth's flood drowned 100,000 in Holland in 24 hours.



METEOROLOGICAL FREAK, diagramed here, came when high pressure area met cyclone, breeding gales which drove waters into North Sea. With high

spring tides raised by full moon, wind-driven waters overflowed narrow funnel at sea's foot, flooding coast (blue areas). Cross marks sinking of British ferry.

MOON, SEA AND SKY COMPOUND FREAKISH RECIPE FOR DISASTER

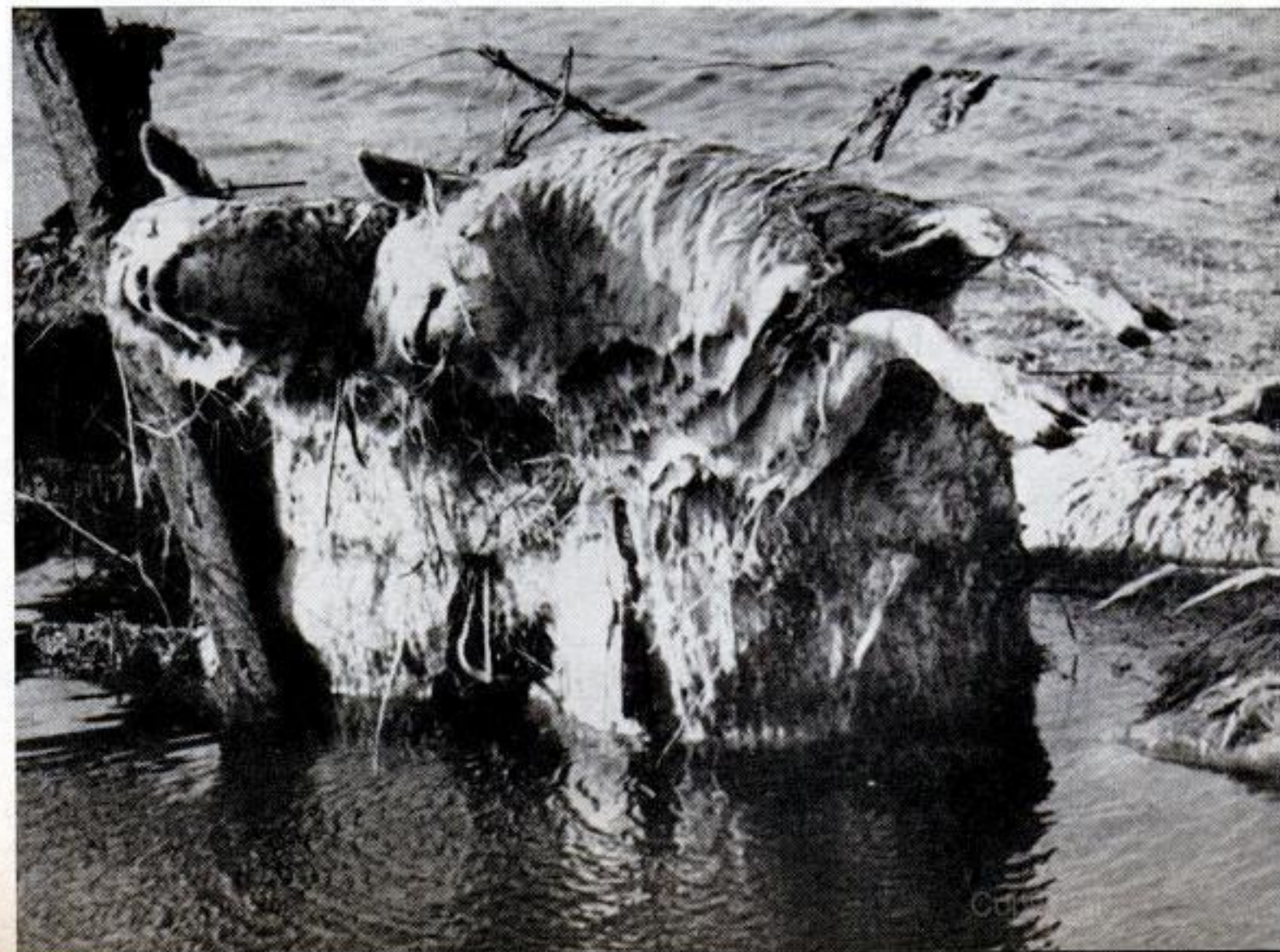
Up between Ireland and Scotland the weird storm claimed 132 lives at one blow when a swamped ferry went down off Belfast. Down in Holland, Dutch soldiers recalled from leave fought to plug the dikes. But the barricades melted away faster than men could work, and on both sides of the channel the tides moved freely over the land, undermining highways, crumbling cottages and mansions, tossing up

a tragic flotsam of drowned farm animals. In the end a quarter-million fertile British acres and twice as many in Holland were poisoned with salt that might take years to leach out so they could be restored to production. The cost was pure guesswork, but the Dutch, who only the week before had proudly announced independence of further MSA funds from the U.S., sadly asked that assistance be renewed.

LIFEBOAT NEARS A RESCUE SHIP WITH HALF OF THE 44 SAVED FROM FERRY



HUNG UP ON THE BARBED WIRE, THE DROWNED BODIES OF SHEEP RISE UP





BROKEN DIKE lets sea come pouring in a cataract into village in Holland's Noord-Brabant province. Dutch soldiers, one still wearing his pack while he

works, stack bricks and sandbags in a back-breaking effort to close gap, already hundreds of yards wide. Water still spurts through their emergency barricade.

STARKLY AS FLOOD RECEDES. ENGLAND LOST MORE THAN 11,000 SHEEP



CRASHING YORKSHIRE SEA WALL, SEA DWARFS HOTEL, MAN AND AUTO (LEFT)





QUEEN MOTHER Elizabeth consoles a woman from Canvey Island where 13,000 were flooded out.



QUEEN JULIANA, booted and muffled to inspect damage, walks along dike road with village officials.



PRINCESS WILHELMINA (center), Juliana's mother, talks to refugees from island that vanished.

North Sea Terror CONTINUED



QUEEN ELIZABETH LOOKS WITH CONCERN AS HUNSTANTON COUNCILMAN POINTS OUT DEVASTATION

QUEENS AND EX-QUEENS COMFORT VICTIMS

Two queens and their royal mothers went among the stricken to give what they could of help and encouragement. When her car got stuck, Juliana of the Netherlands got out and pushed. In the Hunstanton area where 67 Britons and 18 Americans were dead or missing, Elizabeth of Britain singled out for praise a U.S. hero, 6-foot 2-inch, 22-year-old Airman Reis Leming, who, pulling a rubber boat in the neck-deep tide, rescued 27 people by himself.

There were other heroes, mostly unsung amid chaos, as the victims, many reluctant to leave their homes, were plucked from attics, rooftops and whole marooned towns. The U.S. was quick on the scene with planes, helicopters and soldiers and help was coming from a dozen other countries. It could not come too quickly because the whole storm area, defenseless behind its broken dikes and sea walls, lay open to the next—and imminent—spring tides.



NAVY SALUTE honors body of Northern Ireland Deputy Premier John Sinclair, found after ferry loss.



CIVILIAN CARE helps revive U.S. Airman Reis Leming who collapsed for 2½ hours after saving 27.



TOSSED OUT OF SEA by wind and tide, the 2,700-ton French motorship, *Carthage*, lies high on the beach off Dutch resort town of Scheveningen. Waves

which wrecked shoreside pavements here on the fringe of Holland's flood area are still turbulent, though sightseers have ventured out to stare at stranded vessel.

SUNDAY, 1.30—Legion Talk



Making his first use of special radio-television room in White House basement, the President films address for showing Sunday afternoon to American Legion Back to God meeting in New York.

SUNDAY, 10.15—National Gallery



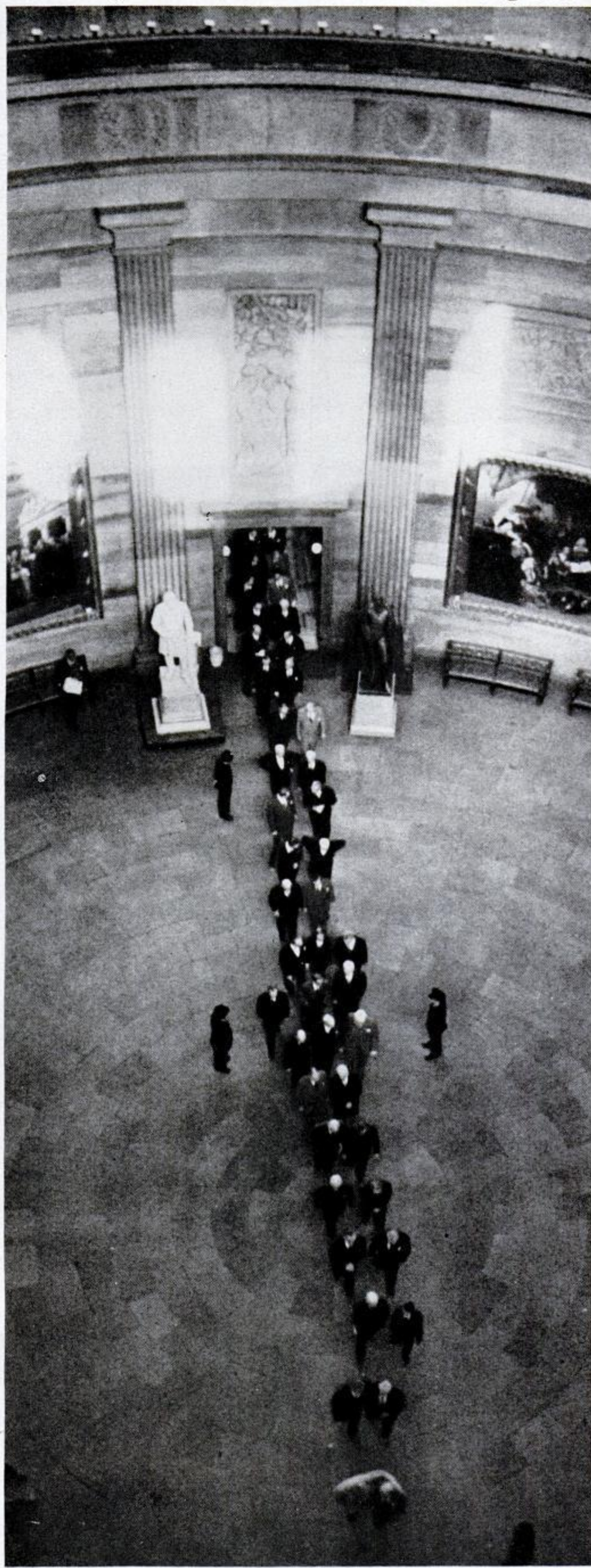
With Japanese Ambassador Araki the President and Mrs. Eisenhower inspect Japanese art treasures during tour of National Gallery of Art. A spokesman said they were "deeply impressed."

MONDAY, 11—Admiral Radford



Called to confer with President, Admiral Arthur Radford, Pacific fleet commander, enters White House. Later Radford said he did not expect immediate Chinese Nationalist raids on mainland.

MONDAY, 12.30—Joint Session of Congress



Across the Capitol rotunda, members of Senate file toward House chamber to hear Eisenhower's State of Union address. The President spoke for 58 minutes, was interrupted 55 times by applause.

THE PRESIDENT'S APPOINTMENTS

EVERY DAY on the bulletin board in the White House press room is posted a neatly typewritten bulletin headed THE PRESIDENT'S APPOINTMENTS. This week it was apparent from the entries on that list and from the news that came crackling out of the White House that Dwight D. Eisenhower had really taken over as President of the U.S. How he would differ from his predecessor became abundantly clear from Eisenhower's first actions and decisions. The U.S. felt—it was an exciting feeling—

that the change Eisenhower had said it was time for was now a fact.

The Seventh Fleet was to be freed of its assignment of protecting the China mainland from Nationalist attack. "Secret" understandings (i.e. Yalta) would be repudiated. Europe was reminded firmly but frankly that true mutual security demands closer cooperation. Wage controls and most price controls were abolished. A balanced budget became "the first order of business." New loyalty programs for federal

employees were set out. Immediate statehood for Hawaii would be pushed. New envoys were named and their jobs assigned. Others, approved by the Senate, stopped by for a last word and were given it with a clarity that left no doubt of what was expected of them. In one of the busiest weeks the White House has ever seen, the President still found the time and patience for the taxing incidental chores of the office—lunching with the Supreme Court, meeting farm boys and inspecting Japanese art.

TUESDAY, 1—Lunch for Senate Leaders



Carrying out pledge to make a "working partnership" with Congress, the President is host to Republican Senate leaders. Here they stand on White House steps after a "strictly social" luncheon.

THURSDAY, 10—Senator Kuchel



In his office, the President receives California's new Senator Kuchel (left), Vice President Nixon's successor, who came with Senator Knowland to pay respects. On desk are photos of inaugural.

TUESDAY, 2.30—Future Farmers



Welcoming national officers of Future Farmers of America to capital, the President receives copy of organization's publication as a memento. Greeting delegations is inescapable presidential chore.

THURSDAY, 8.30—Morning Prayer Meeting



At a breakfast prayer meeting of International Council for Christian Leadership, the President restated his credo. Government, he said, "makes no sense" unless based on "deeply religious faith."

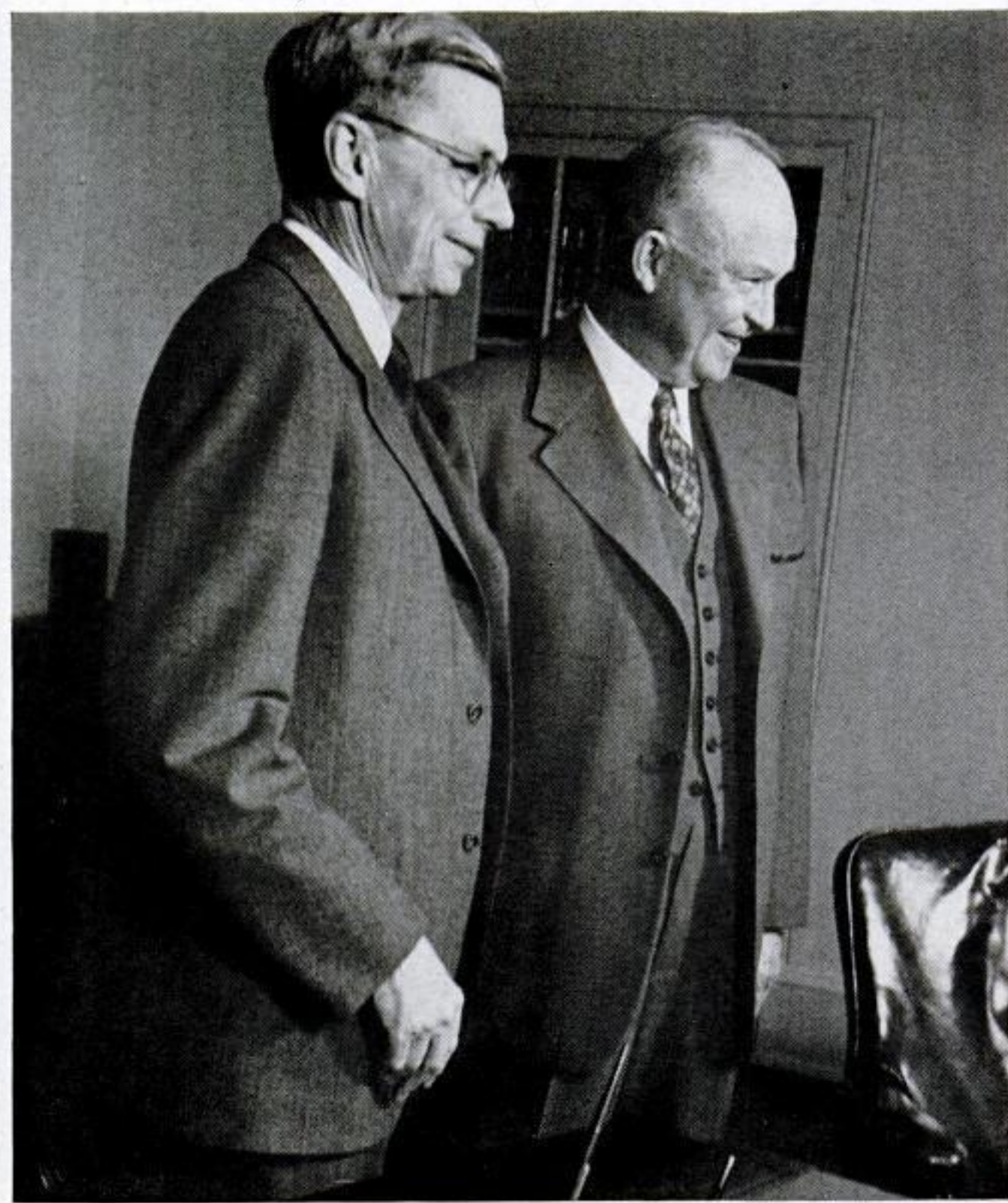
PRESIDENT'S APPOINTMENTS CONTINUED

FRIDAY, 1.30—Lunch with Supreme Court



After third luncheon of week for government figures the President and Supreme Court enjoy farewell moment. Attorney General Brownell and Presidential Assistant Adams were also guests.

FRIDAY, 3—Dr. James B. Conant



The President receives Dr. James B. Conant, retiring president of Harvard, in office. Nominated as High Commissioner to Germany, Dr. Conant faced Senate opposition, was finally confirmed.

FRIDAY, 3.45—C.I.O. Officials



Walter Reuther, C.I.O. president, and David J. McDonald, United Steel Workers' acting president, leave executive offices after giving Eisenhower views in favor of ending wage controls.

EXECUTIVE ORDER

SUSPENSION OF WAGE AND SALARY CONTROLS
UNDER THE DEFENSE PRODUCTION ACT OF 1950,
AS AMENDED

WHEREAS the production of materials and services and the demand therefor in the national economy are approaching a practical level and return to freedom of col-

The President's first major executive order abolished all wage controls. He also ended price controls on many commodities, including meat and clothing. The actions were effective immediately.

are conditioned upon approval under Title IV of the Defense Production Act, this order shall be deemed such approval, but such approval shall be subject to paragraph 3 hereof.

3. This order shall not operate to defeat any suit, action, prosecution, or administrative enforcement proceeding, whether heretofore or hereafter commenced, with respect to any right, liability, or offense possessed, incurred, or committed, prior to this date.

Dwight D. Eisenhower

FRIDAY, 10—Cabinet Meeting



Labor Secretary Durkin and Security Chief Hobby leave White House following Cabinet meeting. Durkin is shaking hand of Major General Patrick Hurley, next on the President's appointment list.

FRIDAY, 12—Hagerty's Press Conference



The President's press secretary, James Hagerty (left), releases Eisenhower statement on ending wage controls. On the same day he announced scheduling of President's first press conference.

SATURDAY, 2—An Announcement



The President announced he would appoint Mrs. Clare Boothe Luce, former Connecticut congresswoman and one of his earliest supporters for Republican nomination, as his ambassador to Italy.

MAJORS' 3-DIMENSIONAL RACE IS ON

BROADWAY

A New Dimension
Metro is trying a new stunt—
releasing a film and a sub-

Par, WB Speed Experiments
On Own Systems; Metro, 20th

TRI-DIMENSION'S HECTIC RACE

Hollywood Fears Senate 'Headline-Hunt' DON'T WALK A GUY. MPAA Works Out 5-Point Program

CINEMASCOPE IN WORLD CAPITAL DEBUTS
Film-TV Center Aid Pledged by Industry Labor
New York Comm. Dept. Theater of Future to Eliminate All Screen Electronic Im-

FEAR 3-D MAY HURT PIX BACKLOGS

AA, RKO HOP ABOARD 3-D BANDWAGON
Allied Artists has joined the
three-dimension parade, and will
progress early

20TH-FOX CONVERTS TO "NEW DIMENSION"
FCC Notes Conflict in MPAA-NETTC Testimony
Answers to Queries LOEW'S THEATERS SETS BOTH 3-D FILMS Entire Future Production

Vol. CXXII, No. 49 Hollywood, Calif., Wednesday, February 4, 1953 Price: 10 Cents
3-D STANDARDIZATION MOVE ON
SMPTE, Exhibitors To Hold

HOLLYWOOD'S '3-D'S'
Producers List at Least a Dozen Three-Dimensional Features for This Year

THE BIGGEST HEADLINES IN TRADE PAPERS AND NEWSPAPER AMUSEMENT PAGES ARE ALL ABOUT HOLLYWOOD'S NEW INTEREST IN THE THIRD DIMENSION

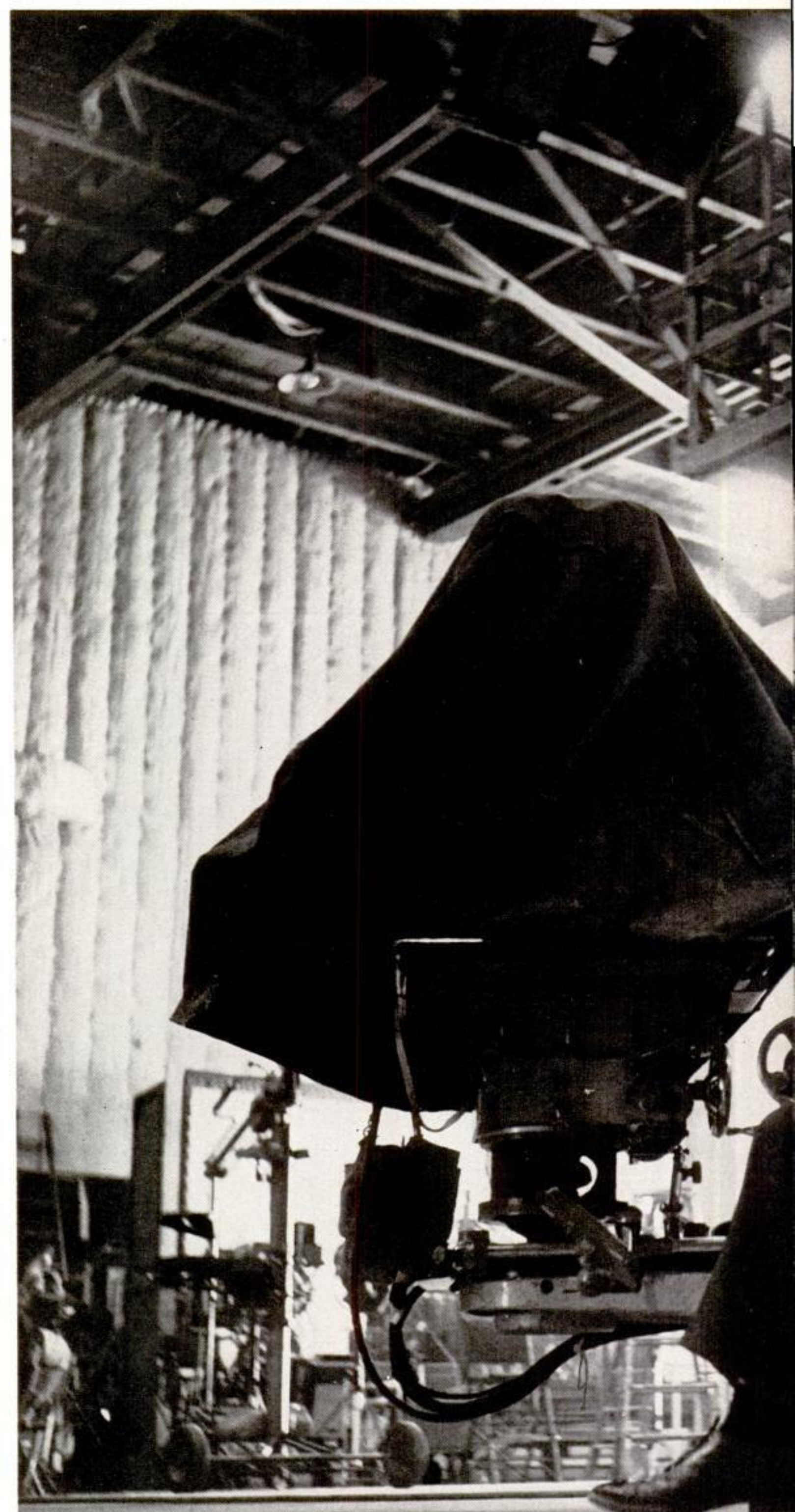


CRY OF TRIUMPH is raised by Jack Warner, production boss of Warner Brothers, as he watches Natural Vision film in his screening room. Originally a skeptic, he now plans to go overboard on Three-D as he did on sound in 1927.



THREE-D CAMERA, used in the Natural Vision process, currently in service on the Warner Brothers lot, is carried off the set in a padlocked trunk under the eyes of its developers, Milton Gunzberg (left) and his brother Julian (right).

STUDIO COP STANDS GUARD OVER CAMERA DURING LUNCH HOUR →



3-D DAY HITS HOLLYWOOD IN BLINDING FLASH

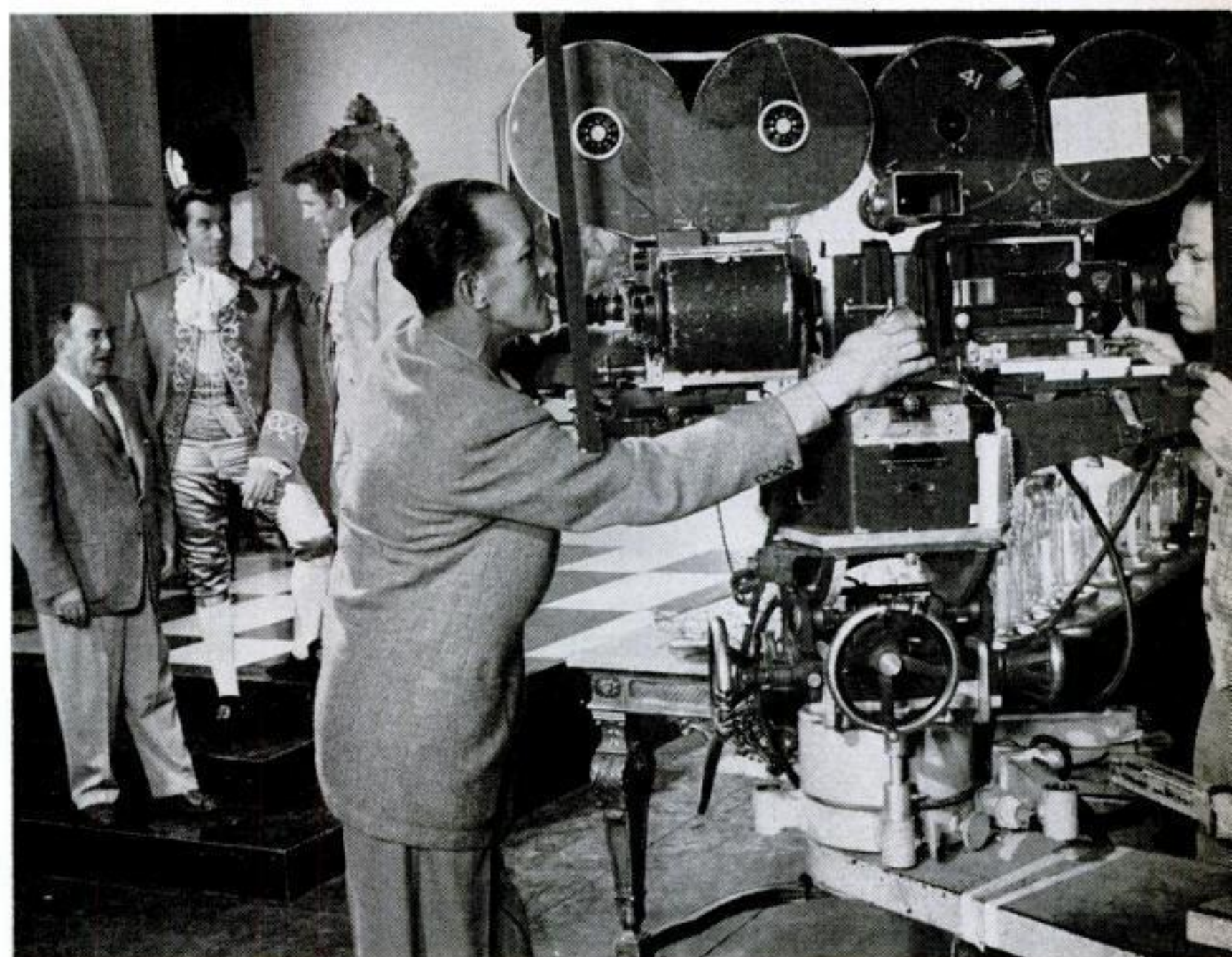
The whole film industry turns to third dimension in its most frenzied boom since birth of sound

A flash in the pan, said the moguls when a cheap, preposterous film called *Bwana Devil* (LIFE, Dec. 15) began breaking movie attendance records. But by last week the flash was blinding, and all Hollywood was reeling happily in a frenzy of what looked like the biggest boom since the advent of the talkies. *Bwana Devil* is done in a three-dimensional process called Natural Vision and Hollywood could talk, think or read about nothing but "Three-D."

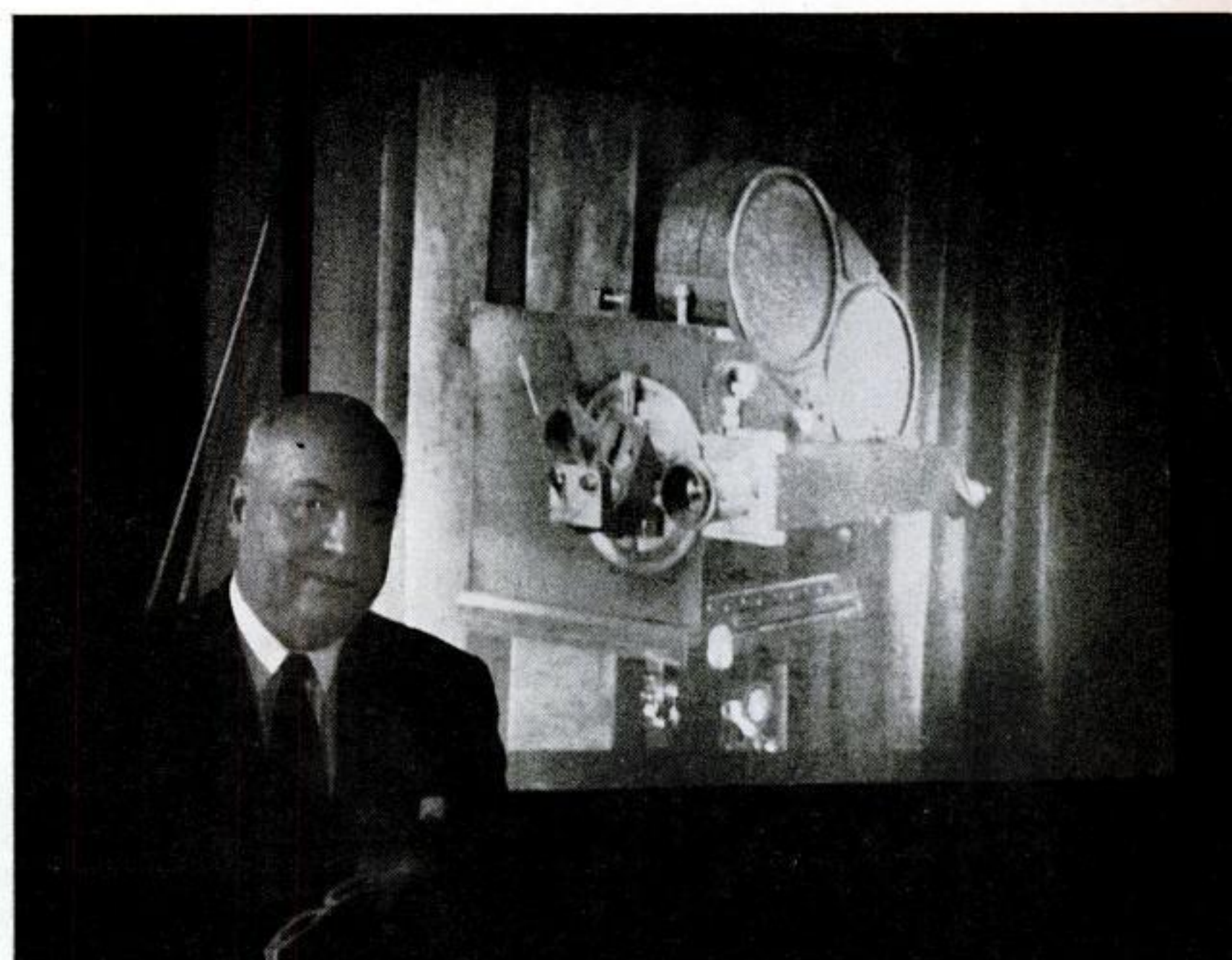
Within a single week every major studio, having eased regular production into neutral, announced a schedule of Three-D films. Some studios were using stereoscopic processes like Natural Vision, which require audiences to use light-polarizing glasses. Polaroid Corporation stock went up from 24 to 32. Other studios, leery of the glasses, are pinning their hopes on an invention called Cinemascope which is not a Three-D process but uses a curved screen,

a kind of scaled-down version of Cinerama (LIFE, Oct. 27), for realistic effects.

So far there has been more publicity than production. There is only one Natural Vision camera in existence, and it is guarded like a crown jewel (*below, left*). Enthusiasts, however, are saying it is no longer a question of how many Three-D films are to be made but how many already finished Two-D films—now called "flats"—the studios will be stuck with.



PARAMOUNT PROCESS, called Para-Vision and developed by a top studio technician in 1938, is used for a costume film. The device consists of two cameras facing each other, with angled mirrors between them reflecting action to lenses.



SIMPLEST PROCESS, invented by John Norling and licensed to RKO, uses only one camera with two strips of film. Distance between lenses is adjustable to control depth in scenes for realistic, distortion-free, three-dimensional pictures.



COMPLETING ESCAPE. Karl Krause with wife and children, followed by Gerda Harder with her son

and niece, emerges from crumbling railway station. A fisherman, he fled when Reds took over fisheries.



MINGLING IN CROWD, new refugees in from East Berlin swarm to trolleys going farther west.

MASS EXODUS FROM THE EAST

9,000 flee Red Berlin in a week

When the Reds put a barrier between East and West Germany, they left one unsealed exit. Last week a record 9,000 East Germans, frightened by new purges and sterner Communizing, found the Iron Curtain's chink and crept through. Their flight involved no dash past barbed wire or Russian guns. They simply rode on trains from East to West Berlin—some just walked—and arrived at the refugee center.

In West Berlin those who can convince authorities that life or livelihood was threatened in the East Zone and that they are not Communist agents—75% pass the test—are eventually airlifted to West Germany. The rest are kept in 78 camps in Berlin. Some refugees are purged Red officials, a few are Jews (there are very few left in East Germany). Most are grabbing what they think is the last chance for escape before the Reds clamp down on travel to West Berlin.



THE LONG WAIT at Refugee Registration Center for physical examinations, interviews and approval for airlift to West Germany is patiently endured by Gerda

Harder (second from left) with niece and son, who are sitting with others who fled from East Berlin. Mrs. Harder was 904th refugee who arrived during the day.



YOUNG ESCAPEES in camp are led in a song by playroom supervisor. All but a few refugees had to leave without baggage or money in order not to arouse

suspicion, have to be fed and sheltered at the camps. At least 100,000 refugees have not reported to the camps, instead are hiding out in West Berlin illegally.



YOUNG CARPENTERS with tools at side came from the East Zone ready to take up their trade



THE NEW AIRLIFT carries refugees to their new homes in West Germany after they prove they are

genuine refugees, not Red spies. They cannot leave by ground routes because these go through Red area.

UPHILL TO AN HONEST DOLLAR



THE SCHMOOSE

Remember Al Capp's Schmoose, the animated square meal that "threatened" to end all poverty and hunger in Li'l Abner's Dogpatch? Well, we all know that life copies art; and now from New Mexico comes proof again that Al Capp is a genuine artist.

Deane Stahmann of Las Cruces is a big cotton and pecan planter with a passion for research. A year ago he got curious about the feeding habits of geese. He found that their favorite diet is the very same weeds and grasses that plague the average Southwestern cotton farmer and force him to hire so many hoe hands. Some farmers had already tried running geese among the cotton. Stahmann tried it in a big way: tens of thousands of geese on his 4,000 irrigated acres.

It worked beyond all dreaming. The geese are full-time, costless, superefficient hoe hands, fattening themselves, breeding more hoe hands and fertilizing the fields in the process. Stahmann's next step was to revive the market for geese. The goose (all of it, not just the liver—see pages 73-76) was once a favorite American table treat but has been long neglected in favor of better-merchandised fowl. Stahmann built hatcheries and a slaughtering and processing plant which now dresses and freezes 2,000 geese a day. In order to run these at maximum efficiency he found he needed more geese than his own acres could furnish. So now he is selling goslings to other Southwestern cotton farmers as hoe hands and buying them back 10 or 12 weeks later when they are fat and ready for slaughter. Thus the farmer gets his hoe hands, and Stahmann his geese, approximately gratis.

It is all so lucrative that Stahmann is now contemplating a further development: forgetting the cotton and planting his 4,000 acres to weeds and goose grass. We hope he doesn't. Even if he could make more money that way, business's gain would be art's loss.

Before the echoes of his State of the Union message died away, President Eisenhower had begun to fulfill some of his toughest campaign promises. In the all-important field of federal fiscal and monetary policy, we were at long last getting action and candor instead of doubletalk, and Executive-Congressional teamwork instead of Executive whim.

Candidate Ike for example in his speech at Troy, N.Y., Oct. 22, had promised a "planned attack on the spending program of our federal government." Even in the sacrosanct and costly defense program, he had said, "I know that savings can be made." He would introduce "businesslike methods." And he would fight inflation at its root with sound fiscal and monetary policy instead of the "weak stopgaps" of price controls.

Not only were these promises reasserted in the State of the Union message, but immediately thereafter Budget Director Joseph M. Dodge announced a department-by-department scrutiny of expenditures. No vacant jobs are to be filled except after the most careful measurement of need (annual turnover of federal employees is about 500,000 or 20%). All but "clearly essential" construction programs were ordered cancelled. Price and wage controls are being dropped, and at least 6,000 federal employees will go with them. On the debt management front the new Secretary of the Treasury took immediate steps to reverse the inflation-breeding easy-money policy of the last 20 years.

Meanwhile Congress was giving Ike all the cooperation he needed on his new policy. After some crossed signals were straightened out, it gave him the reorganization power he wanted for further administrative economies. It also received the Byrd bill, backed by the White House and 46 senators of both parties, which can recapture for Congress some of its long-lost control over the budget. (This reform, providing a single appropriation bill and continuous liaison with the Treasury, would enable Congress to know at any moment whether it was voting the country into the red.) And the Senate, after its mutually educational imbroglio with Mr. C. E. Wilson, confirmed Ike's slate of top-grade businessmen who are to locate the "waste and duplication" in the defense program, where two thirds of our taxes go.

No tax cut yet

All this adds up to a significant beginning of the "change" for which U.S. citizens voted. They had ceased to believe that the Democratic level of taxes was necessary, that government spending was irreducible, that inflation was inevitable. As Ike said at Troy, "It is not too late to go back to the simple truth that honesty is the best policy."

Fiscal honesty is not to be confused with a swing to the Right—or to any dogmatic economic position. Ike's middle-of-the-road philosophy leaves him free to meet any real

emergency, whether of more war or less prosperity. But the new honesty also involves the absence of wild promises. "To meet and correct this situation will not be easy," said Ike—perhaps the understatement of the year.

The greatest danger he faces is that one of the chief objectives of the new policy—tax reduction—should come prematurely. The Chairman of the House Ways and Means Committee, Dan Reed of New York state, wants to cut taxes before economies to balance the budget with lower revenues can be assured. He thinks the lower revenues would force the economies. This is the obverse of Harry Truman's system of asking for revenues to match his overgenerous spending. To be out on either limb is to be perilously equidistant from the trunk.

Ike's position, the correct one, is that economies should come before tax cuts, since a deficit at present high levels of employment means more inflation. In this he has the firm backing of Joe Martin's leadership in the House, and of both the leadership and the sentiment of the Senate. The House, eyeing next year's election, would probably pass Reed's tax cut tomorrow if it could vote on it. Fortunately it probably won't get the chance. For the next few months Congress will be more constructively engaged in cutting Harry Truman's '53-'54 budget.

And how will that job go? Can a nearly \$10 billion deficit be economized away? Experts like Senator Byrd think it can—enough to justify a tax cut in '54. If strong White House leadership and the majority will of Congress can ever balance a budget, this one should balance.

Fiscal Politics

None of the hard tests ahead can mar the solid fact of the transitional achievements to date. Certainly there is no warrant for the calamity howling of some newspaper columnists, who declared Ike's political honeymoon over before it even began. Since fiscal honesty requires great political self-discipline, especially when taxes are onerous, Ike's critics are looking in the right place for the first signs of a rupture between White House and Congress. But they are wrong in thinking they can see such signs yet.

If he can balance this budget, the politics of fiscal policy should thereafter run in Ike's favor. An old 11% hike in the personal income tax, now in effect, expires automatically at this year's end, which will bring convenient relief from the standpoint of a Republican victory in '54. But there is also the larger politics of maintaining a sound and honest dollar at a time when it underpins the whole free world. To achieve that ought to generate a certain pride and gratitude to Ike among responsible taxpayers and pressure groups alike; and it can be achieved if they support him in his uphill fight with their patience and understanding now.

Since the days of "Yankee Doodle"
folks have cheered for
CHICKEN NOODLE



Campbell's make this soup today just as our
forefathers enjoyed it . . . with fine, plump chickens
and lots of golden egg noodles. Are you serving it regularly?

Campbell's **CHICKEN NOODLE SOUP**

Swans Down Mixes make **Kissin' Cakes**

with that old-fashioned, home-baked goodness
that wins compliments and kisses!

Swans Down Cake Mixes can make your reputation for turning out the "most wonderful cakes in the world!"—cakes with real old-fashioned, home-baked goodness. Cakes that taste just as wonderful the next day.

Want a white cake that's light as a feather, moist and luscious? An angel cake that's a miracle of tenderness? Devil's food so fudgy-rich and chocolaty it melts in the mouth? There's a Swans Down Cake Mix to help you whip up your favorite—in just *minutes!*

All *complete* mixes—liquid is all you add. No extra cost for eggs.

Treat yourself to all three of these treasures today. Make cakes so old-time good your family will smother you with kisses!



Now all Swans Down Cake Mixes come in bright red packages.

Products of General Foods

★ See "Our Miss Brooks" on TV
Friday nights—starring Eve Arden.

Bake your cakes with **Swans Down Cake Mixes**—and see!



SHIRLEY DEMURELY MARCHES UP TO READ PRIZE ESSAY TO REALTORS

SHIRLEY'S SHORT GLORY

For Shirley Malone, a Muskogee, Okla. high school senior, it was a breathless time. She was just married—she is only 17—and then she was off to Washington as winner over 17,000 other contenders of a writing contest sponsored by the National Association of Real Estate Boards on "What the Bill of Rights Means to Me." There she was whisked into a round of honors including the association's annual dinner, where she read her essay "nervously but with conviction." To one hearer her words carried not merely conviction but also familiarity. A check told why: Shirley's essay had been lifted in considerable part from an article in *Popular Home* magazine in 1948.

"Highly embarrassed," the N.A.R.E.B. explained Shirley had been under the impression "that assembly of available material would constitute an appropriate entry in the contest"—and canceled the rest of her Washington honors. But gallant Oklahoma legislators indignantly denounced the association's queasiness, one declaring that after all the contest rules had "no provision whatever concerning originality."



SHIRLEY ADMIRES PRIZE WATCH, APPRECIATES SENATOR KERR'S KISS

*I dreamed I was
Queen of Hearts in my
maidenform bra*

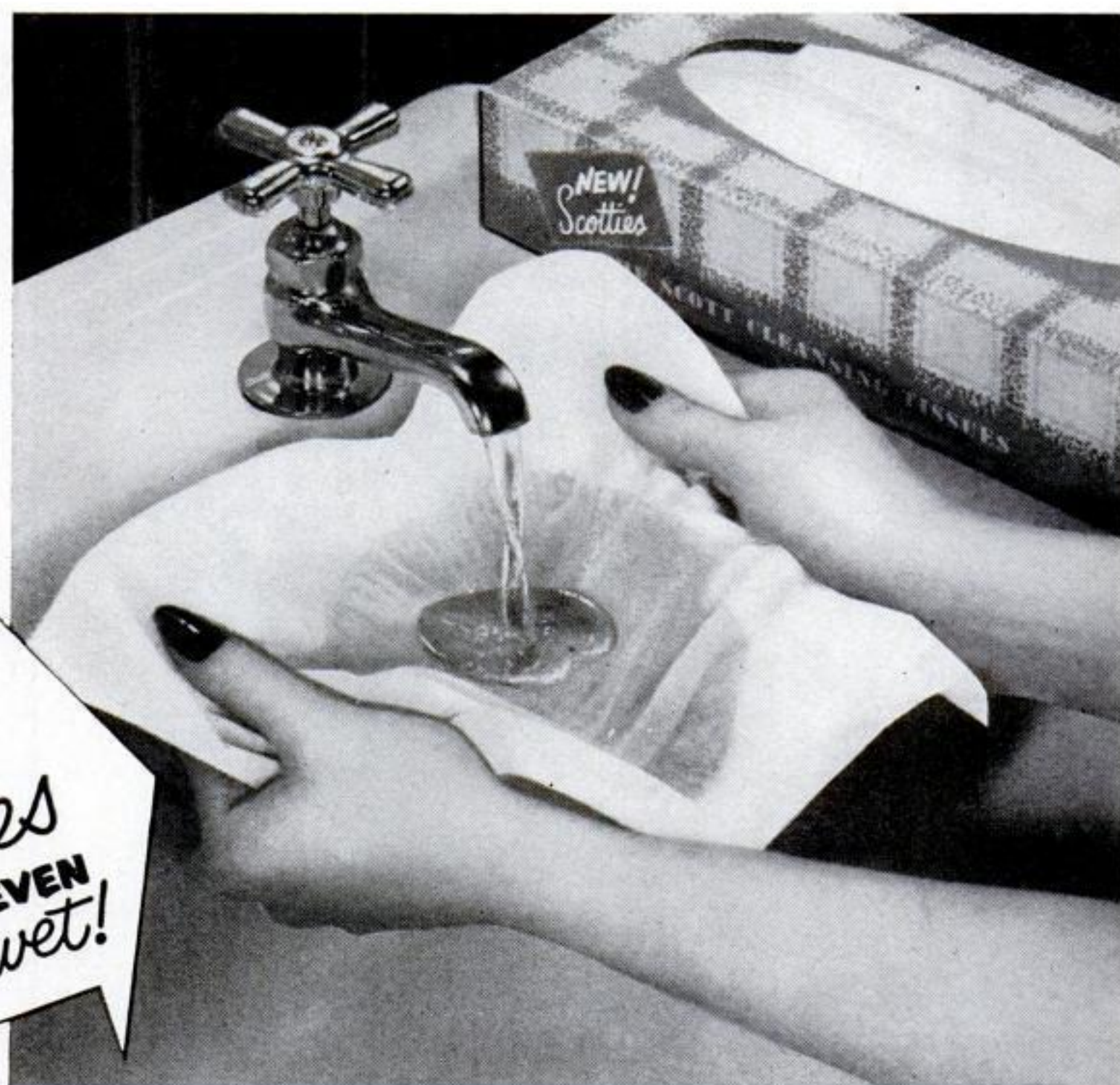
I'm always a winner in this dreamy game of hearts! Deuces are wild, simply wild over my shapely curves... knaves bow at my bidding... kings sigh over such figure-finesse! And the winning trick is Maidenform's Maidenette* bra ...it lifts my figure ace-high, rounds it divinely!

Maidenette in broadcloth and lace; also acetate satin, nylon taffeta... from 1.50
Send for free style booklet. Maidenform, N. Y. 16
There is a *maidenform* for every type of figure.*

*REG. U. S. PAT. OFF. © 1953 MAIDEN FORM BRASSIERE CO., INC. JEWELS AND ACCESSORIES BY LA TAUSCA



Hold any cleansing tissue without wet-strength under a moderately running faucet. Water makes a hole instantly, tissue "dissolves."



Hold a New Scottie under the faucet. See how it actually holds water without tearing.

New
Scotties
STRONG EVEN
WHEN wet!

NEW SCOTTIES "Wet-Strength" PROCESS

GIVES YOU A STRONGER HANDKERCHIEF

— A BETTER CREAM REMOVER

...yet Softer than ever!

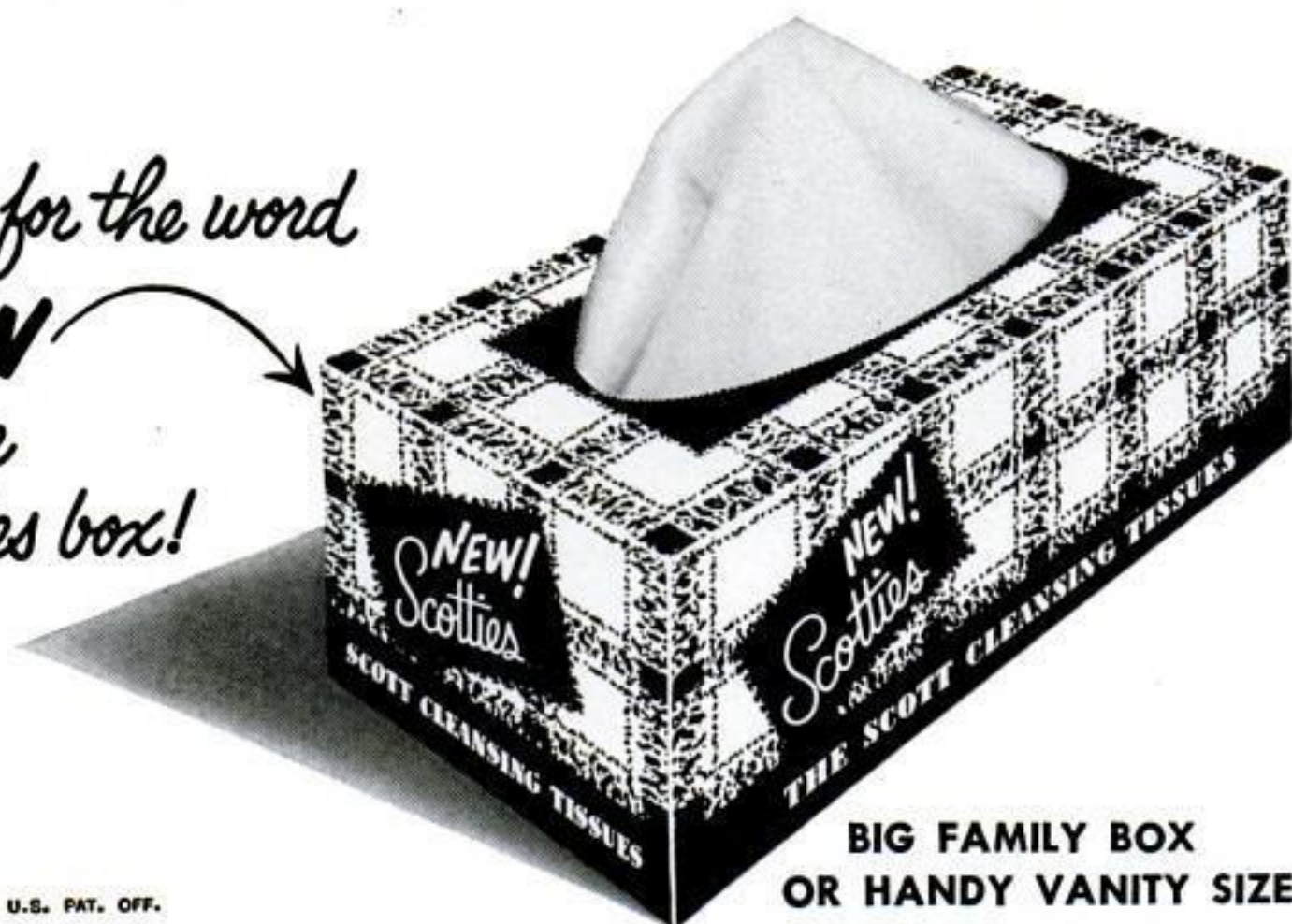
Now in Scotties—*silky softness with strength that absorbs wetness without crumbling.* New Scotties don't disintegrate under a shattering sneeze. They wipe away cream and lipstick without going to pieces . . . with no bothersome lint.

Softer than ever—New Scotties are kind to tender, cold-sensitive skin,

gently safe even for baby's little nose.

Get New Scotties next time you shop. You'll be grateful for their caressing softness, their wonderful new "wet-strength." And when you compare their value with all other tissues you'll see why so many families choose Scotties. Another great Scott paper value.

Look for the word
NEW
on the
Scotties box!



**BIG FAMILY BOX
OR HANDY VANITY SIZE**



"SCOTTIES," REG. U.S. PAT. OFF.

LIFE ON THE NEWSFRONTS OF THE WORLD

Dulles tours Europe to promote defense treaty and captain docks 'Queen Mary' without a tug

In his flying tour last week Secretary of State John Foster Dulles stopped off in Rome, Paris, London, Bonn and The Hague to emphasize the key points of the new administration's European policy: 1) the U.S. has no intention of deserting Western Europe but must have assurances that dollars are not being spent in vain; 2) West Germany must be a part of any European Defense Community; 3) England cannot stand completely aloof from continental military plans; 4) the U.S. insists that before the April 23 meeting of the NATO Council there be "substantial and concrete progress" toward ratification of the Defense Community treaty.

Dulles' visit seemed to be getting results. The British Foreign Office announced a detailed plan for "close military association" with the European Army. West German Chancellor Adenauer's position was strengthened by the Dulles talks, even though the powerful Socialist party was not won over to the treaty. In France where Indochina commitments, fear of a rearmed Germany and the confused political situation all hamper treaty ratification, the government promised to take every possible step to hasten the long legislative process.



CAPTAIN BEAMS AFTER BERTHING SHIP

Ordinarily it takes a fleet of five tugs to dock the mighty *Queen Mary*, but with New York City in the grip of a tug strike, Captain Donald Sorrell had the unenviable job of jockeying his ship alongside a pier with only a rowboat and motor launch to help him. A relief skipper, he had commanded the *Queen Mary* only once before, but after the tide spoiled one attempt, jockey-sized Sorrell successfully "bent" his 81,000-ton ship around the corner of the pier in a maneuver known as "turning on the knuckle." Said the Cunard Line's marine superintendent in praise of Captain Sorrell's performance, "A feat of seamanship among seamen."

The castle that wasn't there

For the last 167 years the British Treasury has been paying an annual rent for a Welsh castle that probably never existed at all and certainly does not exist today. It has been discovered recently that the "rent" was merely a device invented by King Charles II to repay an ancient loan, but since it would require an expensive bill in the House of Commons to stop the payments legally, the Treasury intends to go right on paying rent, consoled by the fact that almost all of it will be returned in the form of taxes.

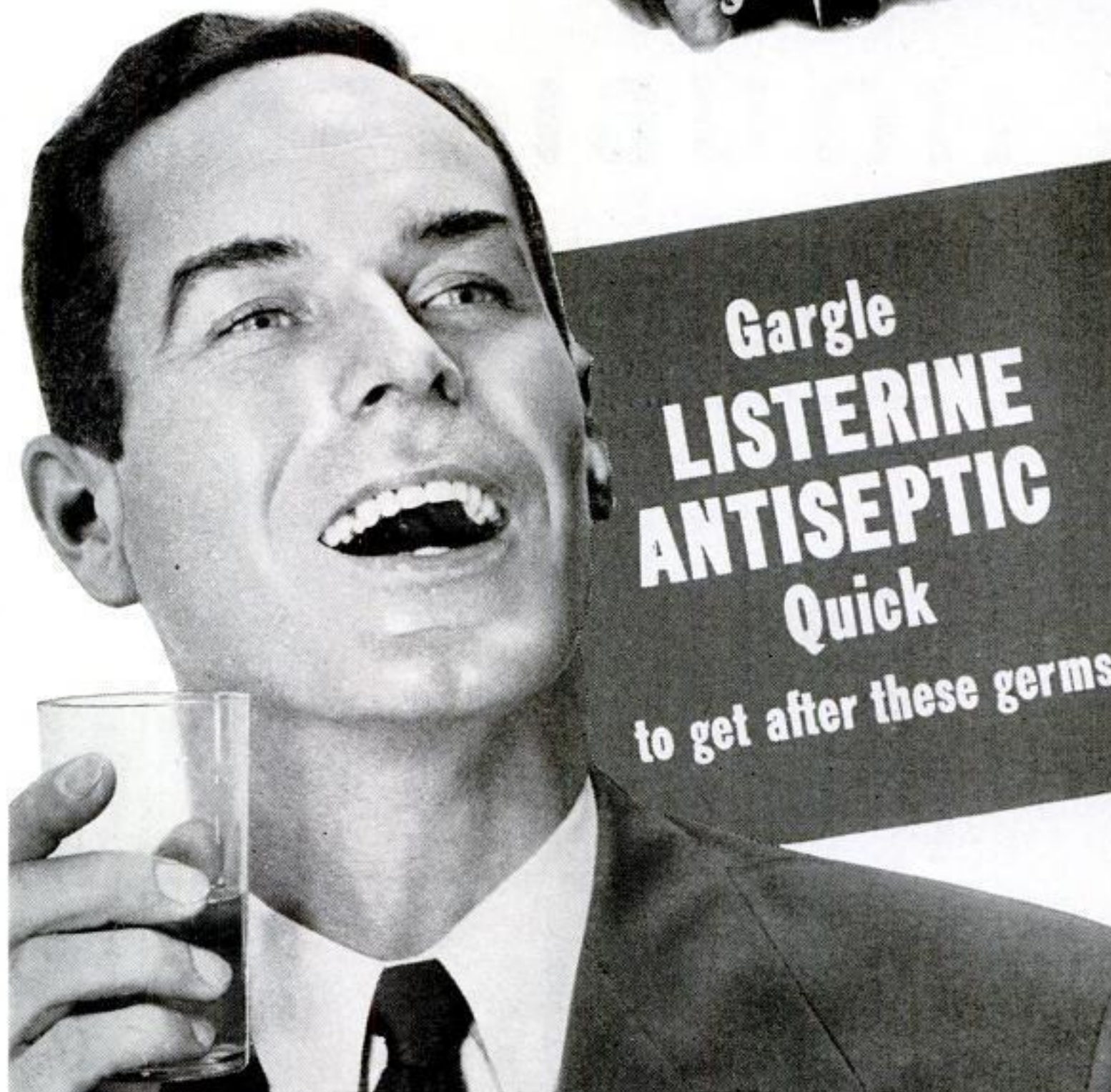
CONTINUED ON NEXT PAGE



THROAT SORE?



CATCHING COLD?



Gargle
LISTERINE
ANTISEPTIC
Quick
to get after these germs

Among the "Secondary Invaders" are Germs of the Pneumonia and "Strep" Types.

These and other "secondary invaders," as well as germ-types not shown, can be quickly reduced in number by the Listerine Antiseptic gargle.



(1) Pneumococcus Type III, (2) Hemophilus influenzae, (3) Streptococcus pyogenes, (4) Pneumococcus Type II, (5) Streptococcus salivarius.

Prompt Action . . . can often help head them off or lessen their severity

AT THE FIRST SIGN of a sneeze, cough or tickle in your throat, gargle with Listerine Antiseptic . . . quick! You may spare yourself a long siege of a cold or sore throat due to a cold because Listerine Antiseptic fights the infection as an infection should be fought . . . with germ-killing action.

Listerine Antiseptic reaches way back on throat surfaces to kill millions of germs, including those called "secondary invaders" (see panel above). These are the very bacteria that often are responsible for so much of a cold's misery when they stage a mass invasion of the body through

throat tissues. Listerine Antiseptic attacks them on these surfaces before they attack you.

Remember that tests made over a 12-year period showed that regular twice-a-day Listerine users had fewer colds, and usually milder ones, than non-users; and fewer sore throats.

So, get in the habit of using Listerine Antiseptic night and morning, and between-times, when you feel a cold or sore throat coming on.

Lambert Pharmacal Company Division of The Lambert Company, St. Louis 6, Mo.

Every week 2 different shows, Radio and Television—

"THE ADVENTURES OF OZZIE & HARRIET"—See your paper for times and stations

Newest, Youngest idea in **Perfume...**

the
"Perfume that Clings"

LIQUID SKIN SACHET...

originated by

HOUBIGANT

NOW in 3 treasured fragrances!

Now! A new, wonderfully different form of perfume—brought to you by Houbigant! Liquid Skin Sachet is a concentrated, creamy liquid, made with a sensational new sachet base. Because this "miracle" base diffuses so slowly, so lastingly, the perfume clings hour after hour!



Chantilly
radiant,
romantic



QUELQUES FLEURS



feminine,
flower-fresh



**LE PARFUM
IDÉAL**

chic,
vibrant



**HOW TO APPLY
THIS NEW PERFUME**

DISCOVERY... Smooth several drops over the warmest parts of your skin...at wrist, arm bend, throat, behind the ear-lobe, beneath the neckline. With every pulse-beat, the deep warmth of your body awakens this wonderful new kind of perfume...clinging to you everywhere you go. Each, \$1.85 plus tax at better stores.

HOUBIGANT Perfumers since 1775

NEWSFRONTS CONTINUED

Fritz Kuhn, once the powerful, swaggering head of the German-American Bund used to say he would become dictator of the U.S. Instead he was interned as an enemy alien and in 1945 was deported to Germany. There he was imprisoned, released in 1949 and took a job as a chemist. The power and the swagger gone, he had become so unimportant and obscure that only when inquiries were made of his lawyer last week did the news come out that Kuhn had died over a year ago.

Movie star decides to be a nun



JUNE HAVER

For 10 years June Haver has been making movies for 20th Century-Fox, starting in musicals and working up to a \$3,500-a-week contract. But while her professional life was successful, her personal life was unhappy. One marriage ended in divorce, and when she was about to marry again, her fiancé died. Last week June Haver gave up the glitter of Hollywood to enter a convent. When she first talked to the Roman Catholic Sisters of Charity, they told her she could become a nun only as a positive way of life, not as an escape from her troubles. Convinced now that she wants "to consecrate my life to the service of God," she will spend two years as a novitiate before taking the black veil of a Sister of Charity.

Before sentencing the 13 second-team Reds convicted of conspiracy (LIFE, Feb. 2) Federal Judge Edward Dimock offered them the alternative of deportation to Russia. When none accepted the offer, the judge gave prison terms of one to three years.

Malan's new whipping law

The latest move by Prime Minister Daniel Malan's government in the South African race struggle is a bill introduced in parliament which provides that anyone who deliberately protests a law is liable to a \$840 fine, three years' imprisonment and ten lashes. Since anyone who "incites" or "encourages" such a protest may receive even stronger punishment, the government hopes its "Whipping Post Law" will curb passive resistance to the rigid racial laws.



CAUTIOUS COP STANDS GUARD OVER WOUNDED "SLIPPERY JACK"

Ex-convict John Barrett, burglar, got away with so many things in Jersey City that he was known as "Slippery Jack." Last week, sought for questioning in a bar holdup, he was shot in the back as he tried to escape. As he lay on the ground in New York City's Riverside Park, waiting for an ambulance, a detective and an armed policeman hovered over him, taking no chances on Slippery Jack's slipping away again.

The "Sign" of a Good Whiskey

The bold handwriting you see on the OLD TAYLOR label is not just a signature—it's an endorsement. It's the endorsement of Colonel E. H. Taylor, Jr., a man who pledged his genius to the development of fine Kentucky whiskeys. Among the many he created he selected only one—OLD TAYLOR—as his masterwork—and to it he proudly signed his name.

©The Old Taylor Distillery Co., Frankfort, Ky., 1952

ESTABLISHED BY
E. H. Taylor, Jr.



"Sign of a Good Host"



Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR—another sign of a good host.



Signed, Sealed and Delicious



Invite your best friends
for this **Lamb Stew**

EASY RECIPE

What an easy way to make a feast for four: the two of you and your very special, extra-best friends! ... While it's cooking, this Hunt recipe has a real "I'm hungry" aroma. And when your guests taste it—you'll be mighty glad you made it! Of course! The recipe calls for spicy Hunt's Tomato Sauce! Here's what you need:

2 lbs. lamb shanks cut in small pieces
Wipe meat with damp cloth. Then mix together:
2 tbsp. flour 1 tsp. salt 1/8 tsp. pepper
1/4 tsp. chili powder, if desired

Roll meat in mixture, brown in fat. Drain excess fat. Add:
2 cans HUNT'S TOMATO SAUCE
1 bay leaf 1/2 tsp. salt 2 cups water

Simmer for 1 1/4 hours, or until tender. Then add:
4 carrots cut in pieces 8 small onions
1/2 lb. string beans cut in pieces

Continue simmering for 35 minutes, or until vegetables are tender. Now pour stew into greased casserole. Place mashed potatoes around outside rim. Bake in medium oven (375°)

about 15 minutes until potatoes get nice and brown.
Four people will each have a generous portion—and eat every delicious bit of it!

Hunt's Tomato Sauce gives recipes like this a never-to-be-forgotten flavor. For Hunt's is all rich tomato, kettle-simmered with fine spices and seasonings. No starchy fillers! America's largest-selling brand of tomato sauce!

Keep a few cans on hand to give a lift to your soups, casseroles, gravies, fish, and leftovers. Costs only a few cents!

Here's the reason it's so pleasin'



Guaranteed by
Good Housekeeping

The
Kettle-simmered
cooking sauce

Hunt-for the best

Hunt Foods, Inc., Fullerton, California



For breakfast or dessert —
HUNT'S
HEAVENLY PEACHES

THE CABINET: FIRST OF A SERIES

SINCLAIR WEEKS

SECRETARY OF COMMERCE



IN TELEPHONE HEADSET WHICH FREES HANDS TO WRITE, WEEKS WORKS IN OFFICE. ONCE, DURING A LONG CONVERSATION, HE GOT THREE LETTERS DONE

YANKEE BUSINESSMAN FOLLOWS FAMILY PATTERN INTO IKE'S NEW CABINET

When the Republic was founded and for more than 100 years thereafter, the volume of U.S. commerce was so small that no special representation in the president's cabinet seemed required. But by 1903 expansion was so great that the Department of Commerce and Labor was formed. After 10 more years of business growth, Congress set up separate departments of commerce and labor. Commerce grew to its greatest importance under Herbert Hoover, who made it a springboard to the presidency. For Harry Hopkins and Henry Wallace, later occupants, it became a political haven.

The new Secretary, Sinclair Weeks, comes to the post with a successful record as a businessman—Board Chairman of Reed & Barton Corp.

(silverware) and United-Carr Fastener Corp. (zippers). In his public life he has followed the steps of his father, John Weeks. Like his father, he has been mayor of Newton and a senator from Massachusetts. And like his father, who was Harding's and Coolidge's Secretary of War, he now goes into the Cabinet. In one way his appointment was a logical political reward. As chairman of the G.O.P. Finance Committee, Weeks raised nearly \$6 million for the last campaign. In another, it was a tribute to his common sense and his passion for efficiency which led him, during long fundraising hours on the phone, to adopt his practice of wearing a switchboard operator's headset to keep his hands free for letter writing during lulls.

*THE MILLIONS WHO BUY COFFEE AT A&P CAN CHOOSE FROM ALL THE LEADING, NATIONALLY-KNOWN COFFEES...YET

9^{out of 10} like A&P Coffee *BEST!*

(MAYBE YOU'RE MISSING SOMETHING!)



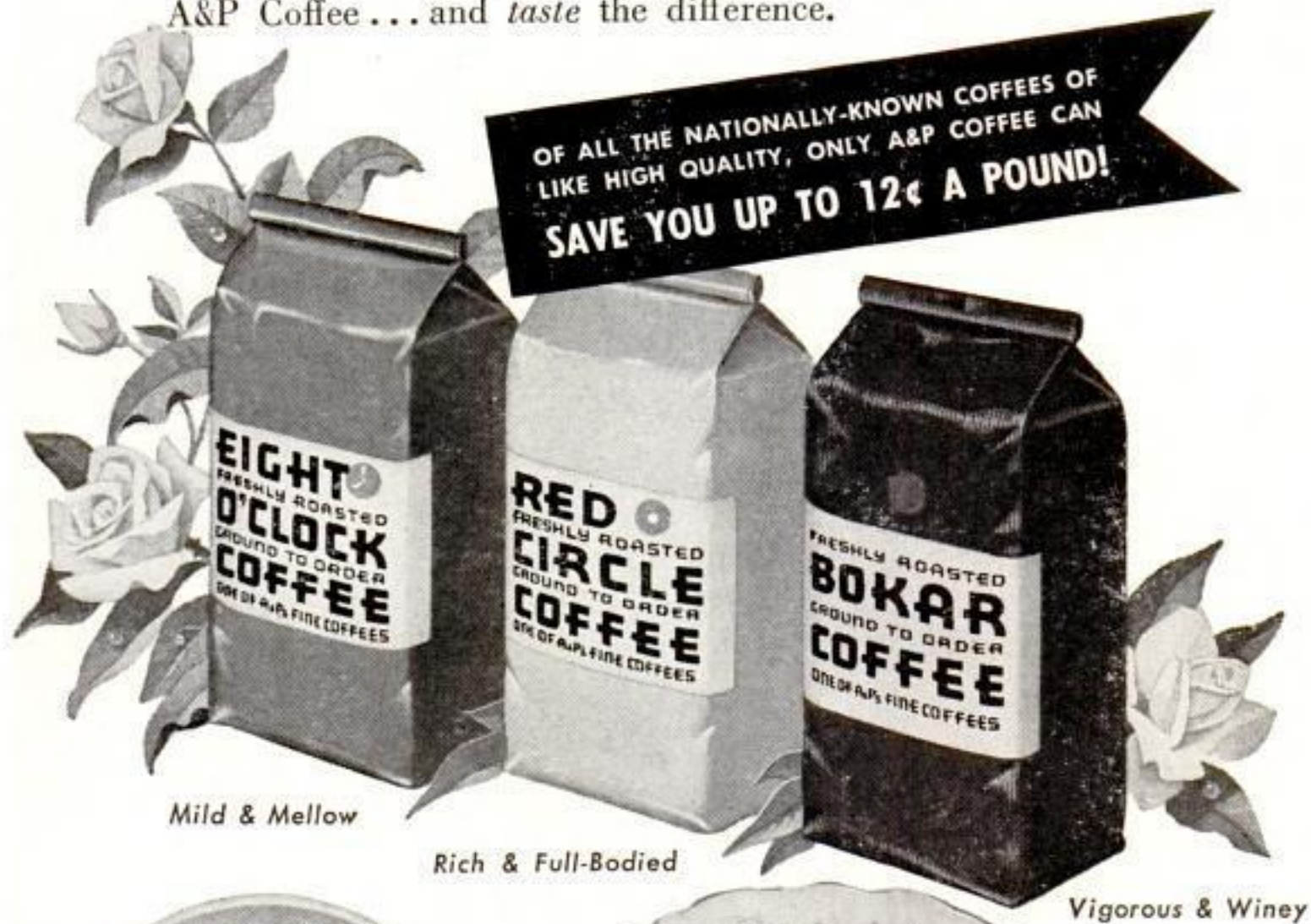
BETTER!

Of all the nationally-known coffees, only A&P Coffee gives you a choice of 3 blends!

No single coffee blend can possibly suit everyone. That's why superb A&P Coffee comes in *three* full-flavored blends...mild, medium and strong. So no matter *how* you like your coffee, you'll find a magnificent A&P Coffee blend that's exactly right for *your* taste. Try it!

FRESHER AND FINER, TOO!

That's right! A&P Coffee offers you two more advantages not found in any other nationally-known coffee: (1) Roaster-fresh, *in-the-bean* coffee...ground only when you buy. (2) A choice of 7 *grinds*...you get the one that's just right for *your* coffeemaker. So change to A&P Coffee...and *taste* the difference.



A&P COFFEE

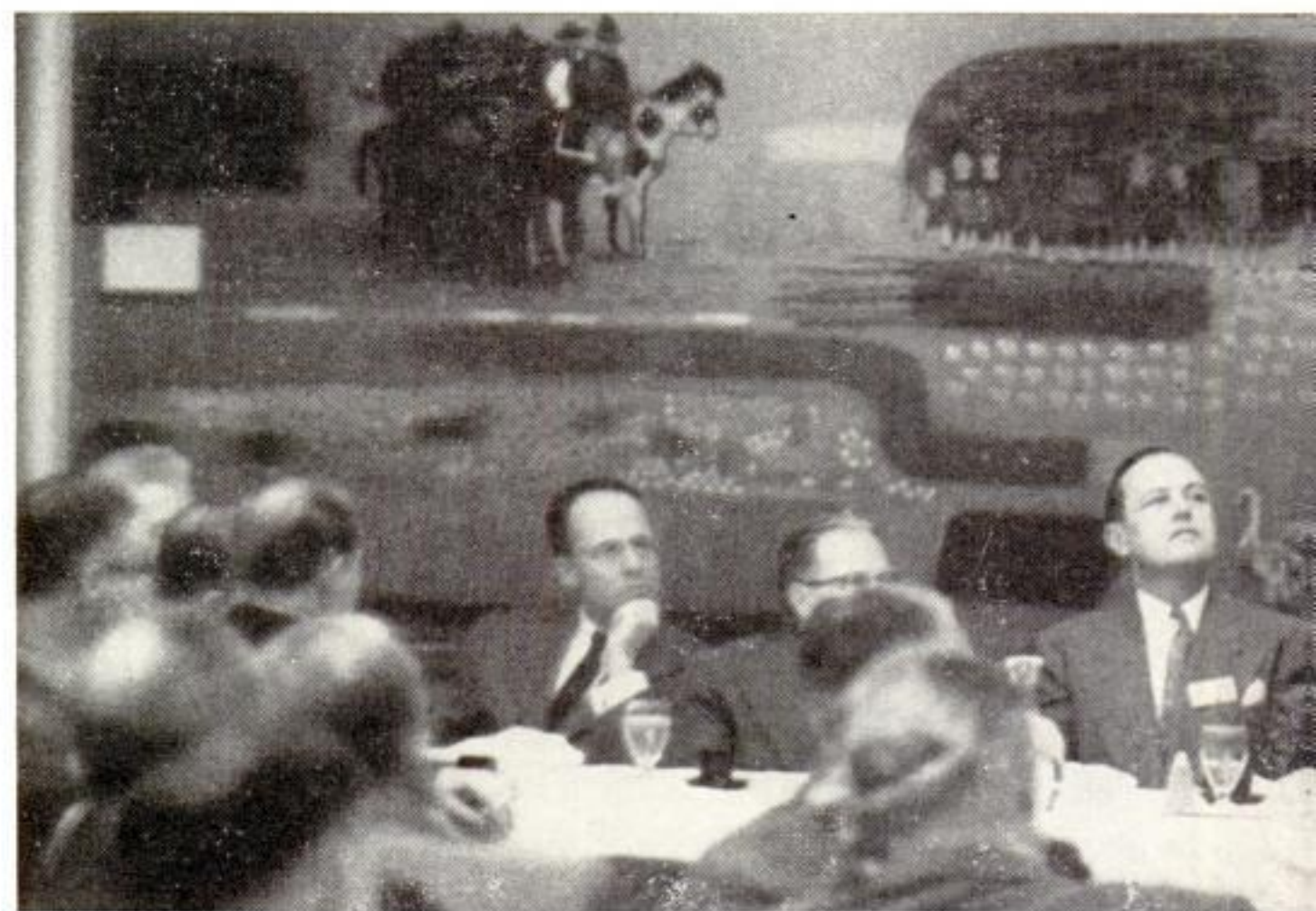
The coffee of magnificent flavor



*Based on a continuing sales survey, an average of 91.4% of all regular coffee sold by A&P is A&P Coffee.

A&P COFFEE IS TYPICAL OF THE HUNDREDS OF MONEY-SAVING, QUALITY FOODS AT YOUR FRIENDLY A&P!

SINCLAIR WEEKS CONTINUED



MAKING HIS FIRST PUBLIC APPEARANCE AS SECRETARY OF COMMERCE,

HE RUNS THE COUNTING



IN NEW DOMAIN Weeks (left) inspects census exhibit in Commerce Building lobby with new census director, Robert Burgess, an economist and statistician. Exhibit was first displayed at New York World's Fair in 1924. That July U.S. population was 114,113,000; it has soared to figure shown above.



WEEKS ADDRESSES A GROUP OF BUSINESS EDITORS IN WASHINGTON

HOUSE OF U.S. ASSETS

When Sinclair Weeks went to Washington last month he found that outgoing Secretary Charles Sawyer, himself an able administrator, had done his best to make the change-over just as easy as possible. With a grace unusual in politicians, he presented his successor with that capital rarity, a place to live in—Sawyer's own apartment, complete with a housekeeper. As a place to work in, he handed over a huge white building which covers three blocks, has 3,311 rooms and an aquarium (left over from the Bureau of Fisheries) in the basement.

Sinclair Weeks's Department of Commerce, which has some 50,000 employees, is a huge, benevolent federal diarist which keeps careful track of practically everything that goes on in the nation that can have even the remotest effect on its business and totes it up into all manner of useful statistics. It records the weather, counts the earthquakes and charts the coastal waters. It files away the minutest details of every patented invention. Its Bureau of Standards establishes the length of an inch and the weight of a pound and pokes an inquisitive nose into many ordinary products, constantly testing everything from concrete to light bulbs. And just in case the stars should fail, Commerce has an atomic clock which tells the precise time. To Mr. Weeks also falls the task of lighting the airways, running the Maritime Administration, a barge line, and helping to build public roads.

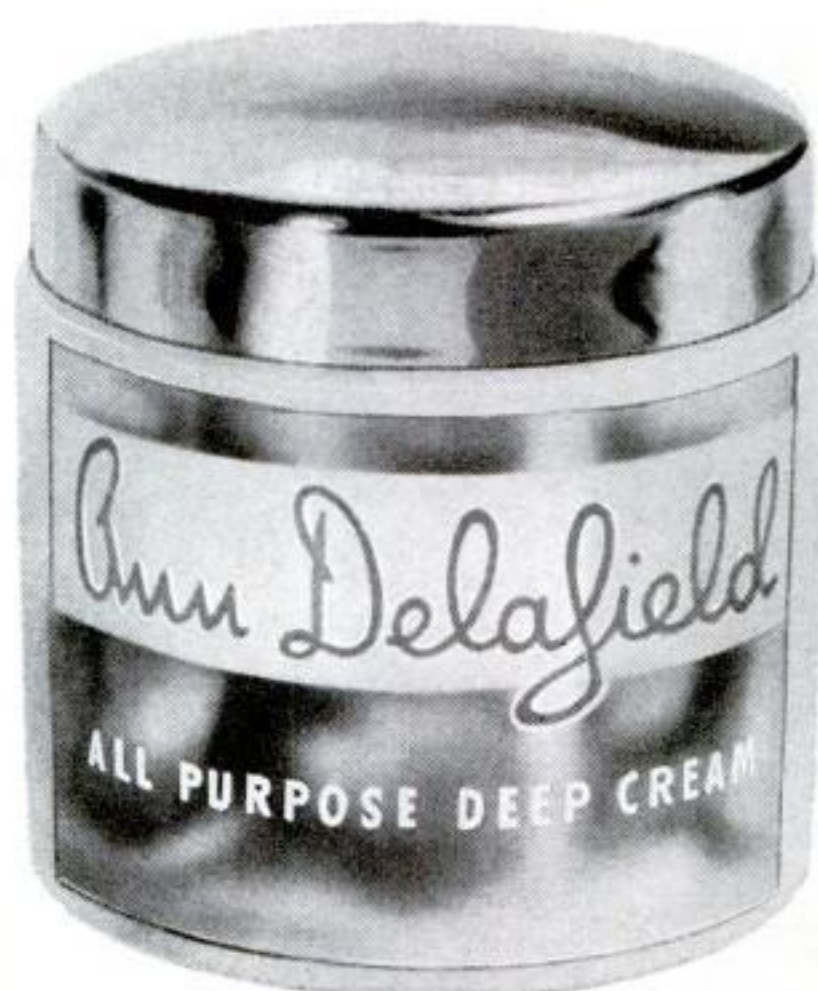
His biggest counting job is the national census which is accomplished each decade. One of his most important, however, is his Office of Domestic Affairs which keeps close track of the national income, national product, rate of investment and other vital trends and issues monthly reports which are the businessman's Bible. It is in the field of business that the department has its most important function: it officially represents businessmen in the country's high political councils. Enjoined to "foster industry, transportation and commerce," Secretary Weeks plans to start with the premise that "government should be a helping hand to business, and not a hard taskmaster."



WITH NEW TEAM, Census Director Burgess (left), Assistant Secretary for International Affairs Samuel Anderson and Under Secretary Walter Williams, Weeks (right) holds a staff meeting to discuss one of the Secretary's first concerns: preparing revisions of the Truman budget for his department.

"More than one cream?" WHAT NONSENSE!"

says Ann Delafield



In two sizes: \$1.50 and \$2.75
ALL PRICES PLUS TAX (EXCEPT VITAMINS)



Every woman knows beauty begins within! Ann Delafield's answer—vitamins. One month's supply, \$2.95.

"Such a waste of money! That collection of bottles and jars—whatever did you buy them for?" asks Ann Delafield. "Here's NEWS! There's all you need for scientific skin care in one single cream—NEW Ann Delafield All-Purpose Deep Cream, blended to my personal formula.

"All you need of precious oils, esters, cholesterol—so smoothing, so refreshing, so good for your skin. All you need to deep-clean your face each night, to deep-glow your face every morning, to deep-lubricate dry skin the whole night through. And no time-wasting nonsense! Yes, there's *all* you need—in one single, gold-topped jar—the Ann Delafield All-Purpose Deep Cream.

And here's *more* wonderful news. My Ann Delafield All-Purpose Deep Cream is just the *beginning* of a whole new line of scientifically formulated cosmetics. For the first time—a vitamin-centered beauty line. Precious vitamins . . . for beauty from within . . . plus a group of beauty aids blended to my personal formula to give you *most* for your cosmetic dollar! Double-duty powder, clear edging lipstick, *quick* eye make-up!

"Try my Ann Delafield Deep Cream and beauty aids for one month. Look at your face. You'll never waste your money on all these jars and bottles again. Look for your nearest Rexall store—ask for the new Ann Delafield cosmetics."



A true French formula powder, built-in foundation. Five shades, \$1.50. Indelible clear-edging lipstick. Five stopper shades, \$1.25.

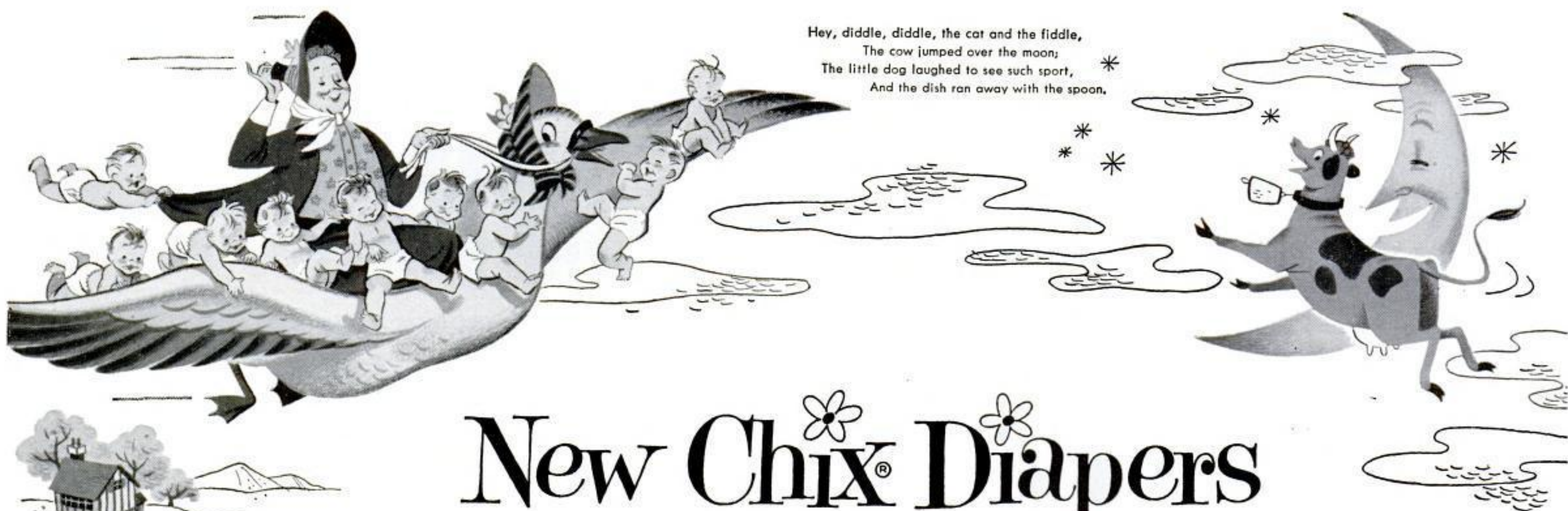


The first, the only compact for glamorous eyes—Quik-On mascara, shadow, eye-brow pencil and liner. Party, \$5.00. Purse, \$2.00.



Ann Delafield skin freshener. Scientific pore cleanser, skin stimulant, \$1.50. Concentrated, long-lasting cologne, \$2.50.

Ann Delafield cosmetics in all **REXALL** drug stores



Hey, diddle, diddle, the cat and the fiddle,
The cow jumped over the moon;
The little dog laughed to see such sport,
And the dish ran away with the spoon.

New Chix® Diapers

\$10,000

Nursery Rhyme Contest

Hey, diddle, diddle, it's easy to enter!

Simply write last line of the Chix Nursery Rhyme. Send it in on **OFFICIAL ENTRY BLANK** which you will find in the infants' departments at stores where diapers are sold.

Young Mother Hubbard,
Went to the cupboard
And she saw such a beautiful sight;
CHIX Diapers were there,
For baby to wear,

(Write last line—should rhyme
with "sight." Example:
And their smoothness was quite a delight!)



See, see! 620 valuable prizes!

1st Prize...\$2500 in cash.

Note this big BONUS PRIZE—\$270 3-skin Stone Marten fur scarf, created by Schreiber & Memmo, Inc., Furriers, given if "Wrinkle-Free" Band from Chix Diapers box accompanies 1st prize-winning entry.

Three 2nd Prizes. Westinghouse Laundry "Twins."

Five 3rd Prizes.... Westinghouse Laundromat®

Five 4th Prizes.... Westinghouse Clothes Dryer.

Five 5th Prizes.... Complete Layette worth \$50 at winner's favorite store; or cash.

Next 100 Prizes...Each: 4 dozen CHIX Gauze Diapers.

Next 150 Prizes...Each: 12 boxes CHIX Diaper Liners.

Next 150 Prizes...Each: 4 CHIX Percale Fitted Crib Sheets.

Next 200 Prizes...Box of CHUX Disposable Diapers.



FOLLOW THESE SIMPLE RULES!

1. Print or write plainly your last "line" for the Chix Nursery Rhyme. Make your last line rhyme with "sight." Your last line must be written on the entry blank obtainable at your favorite infants' department.
2. Mail to Chix Nursery Rhyme Contest, P.O. Box 193, New York 46, N. Y. Submit as many entries as you wish. All entries must be submitted on the official entry blank. Entries must be the original work of contestants submitting them.
3. Winner of the 1st Prize will be given a Bonus Prize of \$270 fur scarf if "Wrinkle Free" Band from a box of Chix Diapers is submitted with the entry.
4. Any resident of the United States may compete except employees of Chicopee Mills, Inc., its affiliate and subsidiary companies, its advertising agencies and their families. Contest subject to all federal, state and local regulations.
5. All entries must be postmarked not later than midnight, April 30, 1953 and received not later than May 5, 1953.
6. Entries will be judged by The Reuben H. Donnelley Corporation on the basis of originality, sincerity and aptness of thought. Judges' decisions final. Duplicate prizes will be awarded in case of ties. Only one prize to a family. No entries returned. All become the property of Chicopee Mills, Inc.
7. Prize-schedule as appears elsewhere in this ad.
8. Winners notified by mail. Complete list of winners sent to anyone sending a stamped, self-addressed envelope.

Rock-a-bye, baby, on the tree top,
When the wind blows, the cradle will rock;
When the bough breaks, the cradle will fall;
Down will come baby, cradle and all,

Helpful tips about the new Chix Diaper!

Through this contest we are introducing the new Chix Diaper. Chix now have a revolutionary new weave with the smoothness *woven-in-to-stay!* It's the original "self-smoothing" diaper*!

Softer, More Absorbent! New Chix Diapers cradle baby in thousands of tiny cushions—soak up moisture faster

than ever before. Baby stays content for hours in Chix "cushion-weave."

Wash Easier, Dry Faster! Chix Diapers now dry *wrinkle-free*, after countless machine washings. The open-weave in Chix allows soil to float out in a jiffy. Simply hang, and Chix are dry within a few minutes, always *wrinkle-free!*

Chix Baby Products

Chux® Disposable Diapers, Chix® Diaper Liners, Chix® Crib Sheets
at Department Stores and Baby Shops everywhere.

Mary had a little lamb,
Its fleece was white as snow;
And everywhere that Mary went
The lamb was sure to go.



*Patent applied for.



INAUGURAL JAM

At the height of festivities in the done-over Washington Armory, during one of the twin-bill inaugural balls, a guest needed an hour to fight his way in—or 20 minutes to fight his

way out. Ten thousand guests had so jammed space, which fire laws limit to 5,300, that until President Eisenhower left his spotlighted box at 11:25 p.m. it was impossible to dance.



LUGGAGE ON A BEAUTY DIET lost weight but gained beauty with woven Velon fabric that shrugs off stains and scuffs. Oshkosh "Quick Flight" Luggage, from about \$30 to \$90.

So new! So exciting! Because...

Firestone Velon[®] makes them lovelier than you ever dreamed practical plastics could be!



"OAK LEAVES" AT YOUR WINDOWS. Textured Velon draperies wipe clean with a damp cloth. Choice of 3 color combinations. By Mid-West Marko. With valance, about \$2 a pair.

Sure, you know plastics are practical. But let's face it. It's *beauty* you yearn for. And you *shall* have beauty, for Firestone has transformed plastics...given them breath-taking color and pattern and texture!

Yes, Firestone has made VELON plastics so lovely, so luxurious looking...you'd buy them regardless of whether they were practical or not!

Just glance at the beautiful things on this page. Every-one is made with Firestone VELON.

Notice the textures. VELON looks and feels like the most expensive woven fabrics or leathers, but it can take

healthy family living without chipping, cracking, peeling.

Wouldn't you swear the patterns were hand blocked? And the colors...so vibrant, so exciting! But will they be dingy and faded in a few months? No!

Remember, this is VELON. Dirt can't get a foothold. Dust shakes off. VELON wipes clean with a damp, soapy cloth, resists the sun's beauty-dulling rays.

You see here, only a few of the new wonders made with VELON. Practically every store in your shopping area has many, many more. You can be sure the lovely things you're attracted to are labeled, "Made of Firestone VELON."



...and a woven Velon convertible car top, so daringly new in design, it may not yet be available everywhere. Velon fabric woven by Columbia Woven Plastics. Car top about \$100.



BEAUTIES IN THE RAIN. Velon raincoats that fold into their own carrying cases. Choice of 5 colors. "Aqua Sheen" Raincoats by Advance. For mother, about \$4. For daughter, about \$3.



FINE WOOD DESERVES FINE COVERING. "Cathay" Velon upholstery and "Silver Fox" oak for modern dining. Formica table top and Velon keep clean with a damp cloth. In 4 wood grains, 6 stunning Velon colors. 5 piece dinette set by Platt about \$190.



BATHE YOUR BATHROOM IN GLAMOUR. Shower and window curtains of textured Velon in exclusive "Apollo" pattern. Choice of 19 decorator colors. By Famous Shower Curtain Co., about \$5 for a set.



HANDSOME IS AS HANDSOME DOES. A 3-way lounge chair covered in Royal Calf Velon, is relaxing and beautiful. Relax about its upkeep, too! A damp cloth keeps Velon sparkling new. In your choice of 4 colors. By Maples Chair Company, about \$70 and up.

ENJOY THE VOICE OF FIRESTONE MONDAY EVENINGS OVER NBC RADIO AND TV

©1953 FIRESTONE PLASTICS COMPANY, POTTSTOWN, PENNSYLVANIA



CHARLES FINN (ON THE WING) AND HIS TWIN BROTHER GEORGE (IN WHITE SHIRT) EXPLAIN TO A SHERIFF THAT THEY REGARD FUGITIVE PLANE AS THEIRS

THE LAW AND THE FINN TWINS

Identical fliers take a plane to the desert in an effort to convince the world that it belongs to them

The two brothers Finn, 38-year-old identical twins named George and Charles, regarded themselves as rugged individualists being persecuted by fussy federal authorities. The authorities regarded them as illegal possessors of a war surplus C-46 which the Finns insisted they had legitimately bought. When a court order was issued telling them to keep hands off the plane, one Finn went to the Bakersfield airport and flew away with the plane. The other, going into court, held up the wheels of justice for three days by refusing to say which Finn he was. Twin No. 1

(claiming to be Charles) was discovered with the plane parked on the Nevada desert. George got out of court long enough to come spell him as he stood guard with a pistol at his side to warn off prowling officers of the law. The law, however, kept grinding on in its bureaucratic way and summoned George back to Los Angeles to stand trial for contempt of court and for transporting a stolen airplane. Whatever happens on those counts, another court has already granted to a Burbank firm a judgment for nonpayment of \$10,014.43 worth of maintenance and repair bills.



At 40 m.p.h. an average engine valve moves...

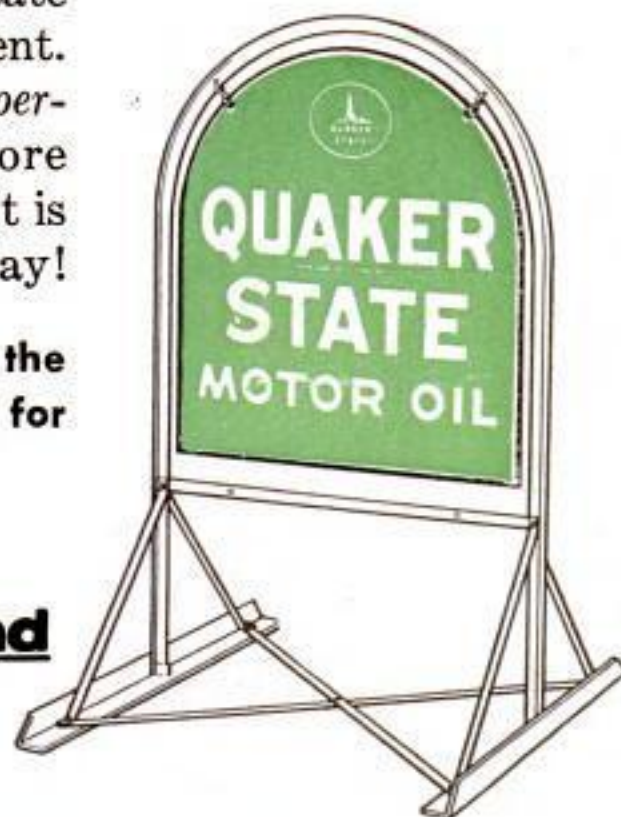
UP AND DOWN 928 TIMES EACH MINUTE!

WITH every passing year, automobile engines add power, compression, and complexity, putting ever greater burdens on lubrication—demanding motor oils of increasing endurance, stability, and purity.

For complete protection, give your car the extra quality of Quaker State Motor Oil. For almost fifty years, Quaker State has kept pace with engine development. Today's Quaker State Motor Oil is *performance-proved* in engines even more demanding than the one in your car. It is the finest motor oil in the world today!

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for all types of service. Ask your dealer.

**Modern Engines Demand
Quality Lubrication**



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association

Finn Twins CONTINUED



DESERT MEAL is cooked by Finn twins as they wait for the law to make up its mind on what to do about them and their fugitive airplane (background).

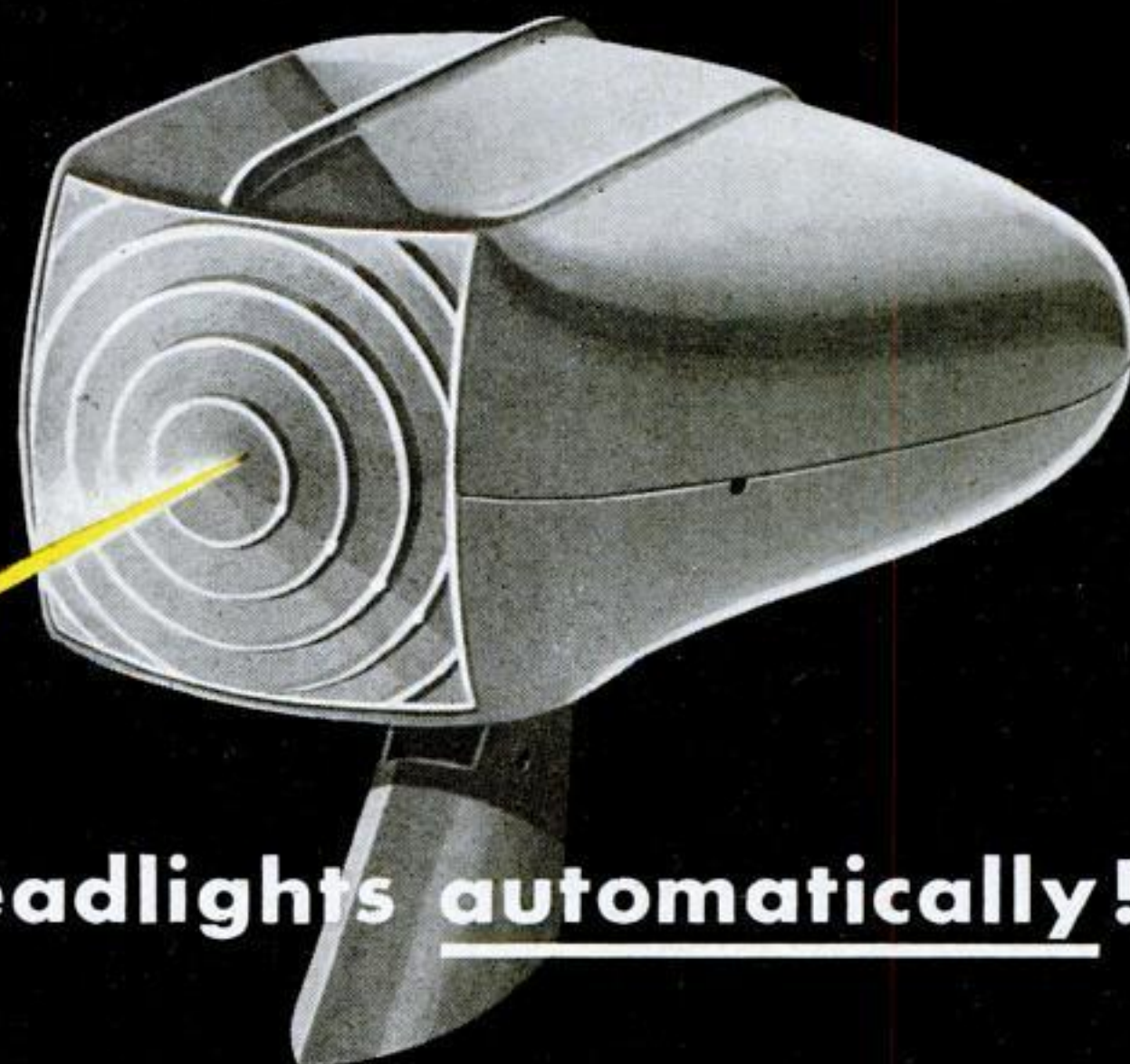


A LOOKOUT is kept by Charles who covers the desert wastes with pair of field glasses. FBI men who came to dislodge him had orders to avoid force, so left him alone.



HOME AWAY FROM HOME is provided by plane. George (unbearded one) here makes himself comfortable while Charles prepares to go out for a shave.

The eye 
that's quicker than
the foot 



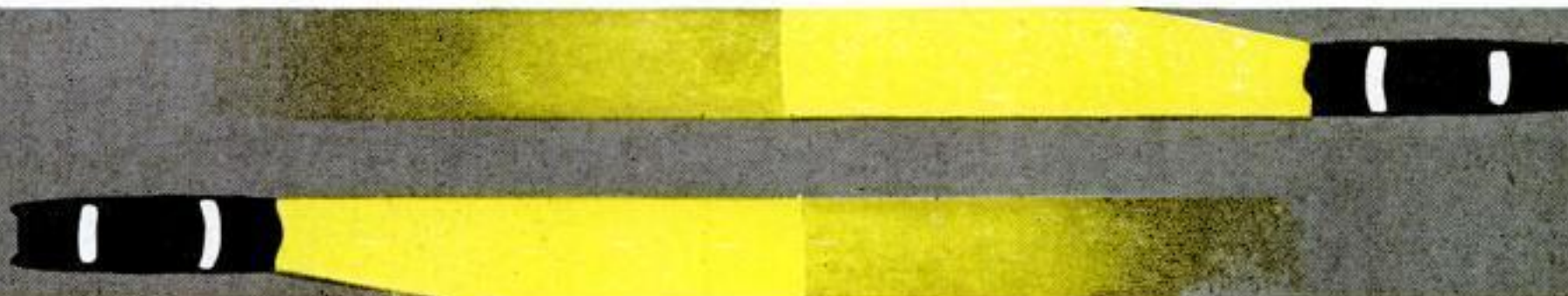
... controls your headlights automatically!

AUTRONIC-EYE

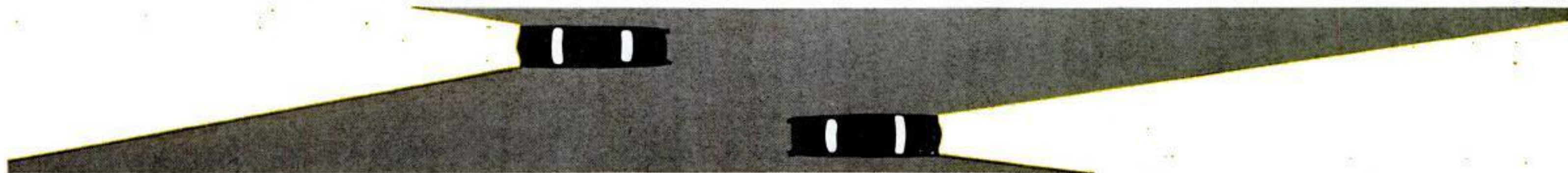
TAKES DRUDGERY OUT — PUTS PLEASURE IN NIGHT DRIVING



Mounted on driver's side of instrument panel, the Autronic-Eye picks up the beams of approaching headlights and ...



... relays an electronic signal to the power unit under the hood. Your lights are "dimmed"—automatically—and kept dim until ...



... all oncoming traffic has passed. Then the Autronic-Eye brings your lights back to bright—automatically!

You'll never know what a *pleasure* night driving can be until you've tried this wonderful new automatic headlight control! Guide's Autronic-Eye takes your mind off the job of adjusting your lights ... takes your foot off the floor switch ... lets you relax and enjoy the trip. Proved by more than 100,000 automobile owners during the past year, this amazing electronic device means more safety and courtesy, more comfort and convenience, on the highway after dark. Ask your Cadillac, Oldsmobile, Pontiac or Chevrolet dealer for an Autronic-Eye demonstration: Try it once and you'll want it for sure ... on your new 1953 car!

Guide
FOR SAFER DRIVING

GUIDE LAMP DIVISION OF GENERAL MOTORS, ANDERSON, INDIANA

...diamonds are indeed a



ANITA LOOS, whose novel *Gentlemen Prefer Blondes* made Lorelei Lee's amusing misuse of the English language famous throughout the world. Staged as a Broadway musical, it became a long-running smash-hit, and the forthcoming Hollywood motion picture production is even more spectacular. Currently, Miss Loos alternates best-sellers with stage successes. Her latest of each: *A Mouse is Born* and *Gigi*.

Girl's best friend...

writes ANITA LOOS, author of "Gentlemen Prefer Blondes"

Anita Loos

It took an elevator man and a snowbank to show me how much I really appreciate Ballantine Ale.

One wintry evening I set a bottle of Ballantine on my hotel window ledge to chill. My only bottle - wouldn't you know it? - toppled off into a snowbank on the roof next door. Immediately the thought occurred to me that the elevator man could climb out of a downstairs window and retrieve it.

But would he wade through the snow for a bottle of ale? My maid, Gladys, who evidently shares Lorelei Lee's belief that diamonds are indeed a girl's best friend, solved the problem by telling him I had dropped a diamond bracelet, and he never learned the truth until he was standing in the snowbank with the bottle. At that, he seemed to think more of the ale than a bracelet!

I might add that I like Ballantine Ale because it refreshes me. And because it's so light, it never takes the edge off my appetite. But most of all I like it because it has a flavor all its own that's beyond anything else I have ever tasted.

Anita Loos

more people like it... more people buy it...
than any other ale... by Four to One

BALLANTINE ALE



P. Ballantine & Sons, Newark, N. J.





"We didn't realize how much it mattered!"

I wonder how Ed and I could have been so short-sighted. We'd always *planned* to buy International Sterling—but somehow we kept putting it off.

Then one night—when it was too late—we discovered how much it mattered.

Our next-door neighbor came over to help me with my first big dinner party. "Aren't you going to use your sterling?" she asked in amazement, seeing the table set with a hodge-podge of this and that.

Her expression made me see my table—and my dinner party—in a new light. Not a very *rosy* one.

We started to collect our International Sterling service the very next day. Just two place settings at first, but, oh, what a difference it makes! There's something about the beauty and craftsmanship of every single piece of International Sterling that's the epitome of warmth and hospitality.

And nothing can match the pride you feel in owning the finest solid silver—International Sterling.



International Sterling

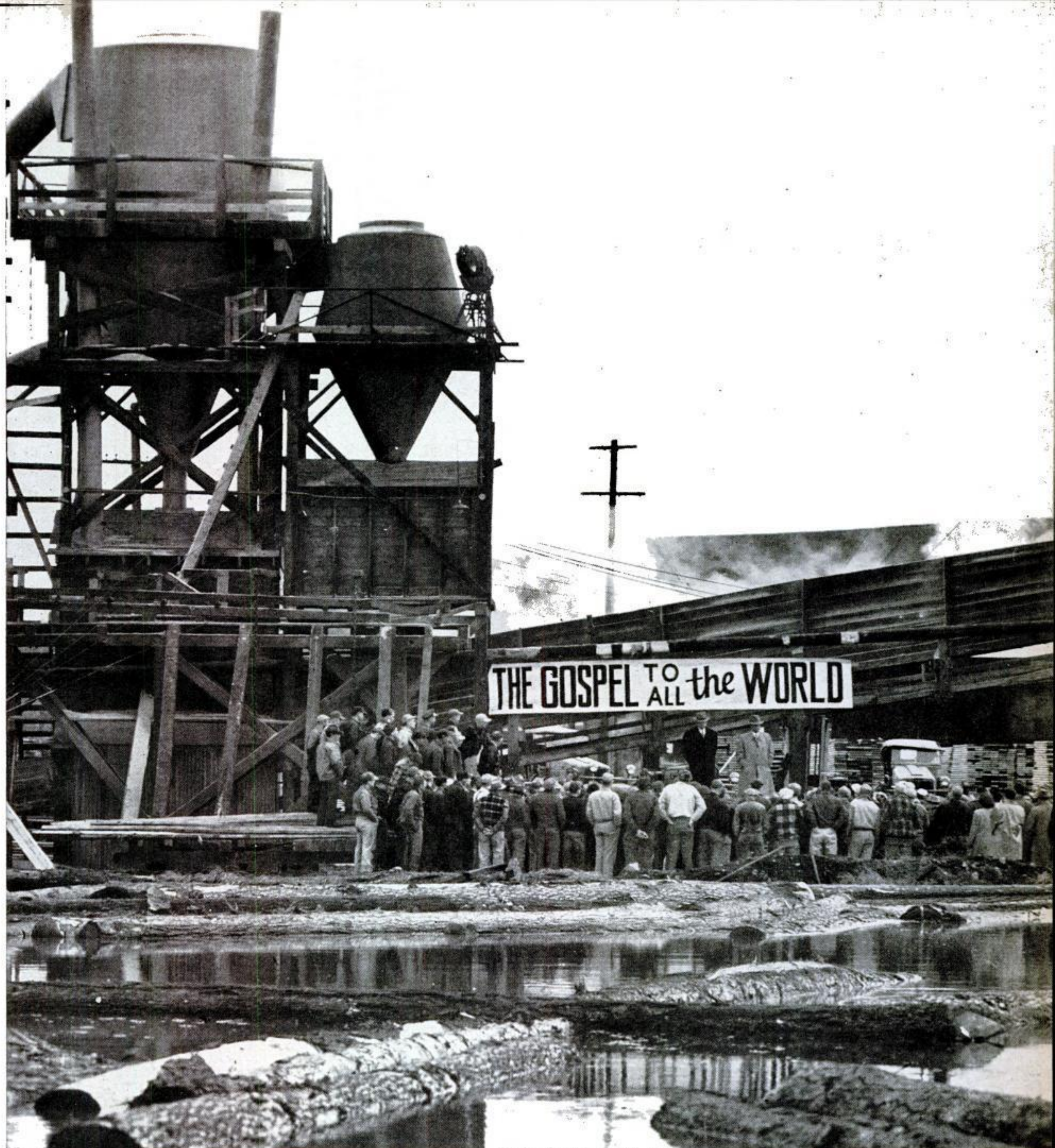
THE SOLID SILVER WITH BEAUTY THAT LIVES FOREVER!

ALL PATTERNS MADE IN U.S.A.



THE GIVER, 62-year-old Clyde Harris, who drew \$40,000 salary as the boss, will stay a year at \$6,000 to teach church administrators the "ropes" of running the plant.

THE GIFT is announced beside a Bible message on the sawdust conveyor. Workers, 65% of whom are Adventists, are told they can keep their jobs, whatever creeds may be.



Restored to the Lord

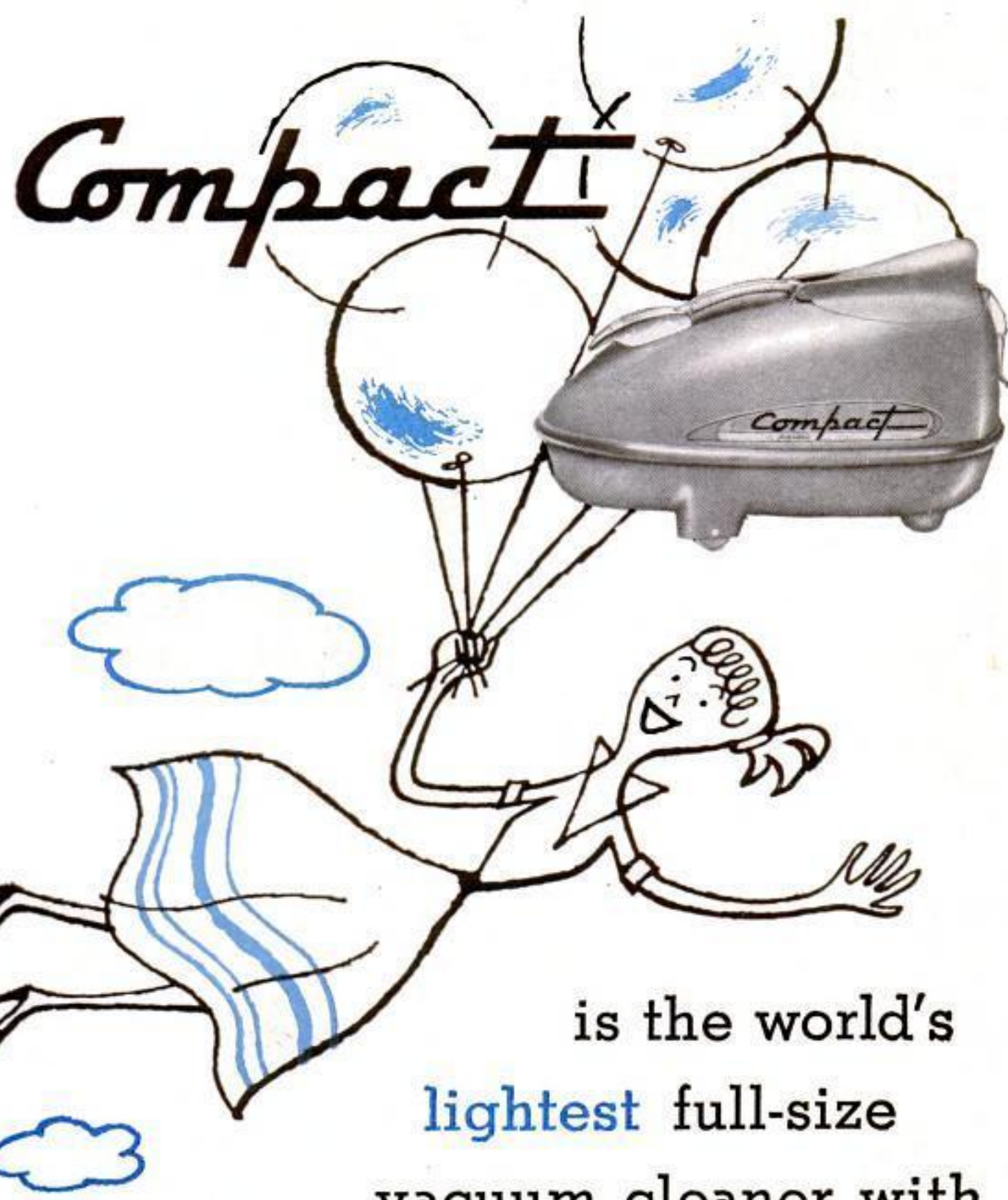
Man who built a \$5 million business turns it all over to Seventh Day Adventists



THE PLANT, begun in 1913, had a sawmill added in 1916, profited every year except 1932 and grew until with sheds and log storage pond it takes up 40 acres.

The 400 employees of the Harris Pine Mills, Inc. at Pendleton, Ore., which manufactures unpainted furniture, have always known their boss was a devout member of the Seventh Day Adventist church. They knew he faithfully fulfilled and even exceeded the sect's obligation of tithing (giving one tenth of all income to the church). Because of his belief they had long since grown accustomed to keeping the Adventist Sabbath which falls on Saturday. Last month on a Sunday noon—a workday—they were summoned to lay aside their tools and assemble to hear Clyde H. Harris state the full measure of his faith. He told them that he had just given his entire \$5 million business to his church.

Behind the gift, which included plants in Illinois, Texas and Virginia, 50,000 acres of timberland and the logging rights on 100,000 acres of U.S. forest, was Harris' conviction that he "owed our prosperity to the Lord's protecting hand." Recalling that he had started with a three-man box factory in 1913, Harris said he had grown into "the world's largest unfinished furniture maker" because "every time I came to a blank wall the Lord opened an avenue of escape." Thenceforth, he told his men, they would be working for the church. As for himself, he expected to "fish and read the Bible," secure in the knowledge that "I have used the talents entrusted to me and have returned them, with interest, into God's work."



is the world's
lightest full-size
vacuum cleaner with

MORE POWER PER POUND
than any other cleaner



The newest "COMPACT" Magnalite model weighs only 11 lbs. 6 oz. but it gives you more efficiency than other vacuum cleaners! Its powerful exclusive "CYCLONIC" vacuum action maintains peak efficiency even as the dirt container fills! "COMPACT" is so easy to handle and cleans so clean! And, if you have high pile or shag rugs you'll rave about the new "COMPACT" "Ezy-Glide" rug-tool attachment.



Cyclonic Vacuum Action
"Wind tunnel" creates constant suction all-around dirt container, prevents clogging even as container fills. Result: Cleaner, faster cleaning!

Throw-Away Dirt Container
No need to empty. Throw away and replace—in two seconds. Air is multiple filtered through spun glass. Germs and dirt can't escape.

POLISH-AIRE
Most versatile polisher in America! Attached to "COMPACT" the POLISH-AIRE ends polishing and scrubbing drudgery. Has numerous other attachments.

"COMPACT," "REVELATION" and "POLISH-AIRE" are quality products of INTERSTATE ENGINEERING CORP., El Segundo, California. Makers of precision aircraft parts for Douglas, Lockheed, North American, Boeing, Northrop, U.S. Air Force and U.S. Navy.

Consult classified telephone directory for your nearest "COMPACT" or "REVELATION" dealer.

RESTORED TO LORD CONTINUED



AT TRANSFER, Harris (second from left) has passed the title of the mills to the Adventist world president, the Rev. W. H. Branson (next right). The Rev. C. J. Nagele (fourth from left), although he has never had any previous business experience, has been in training for the last year to run the plant.



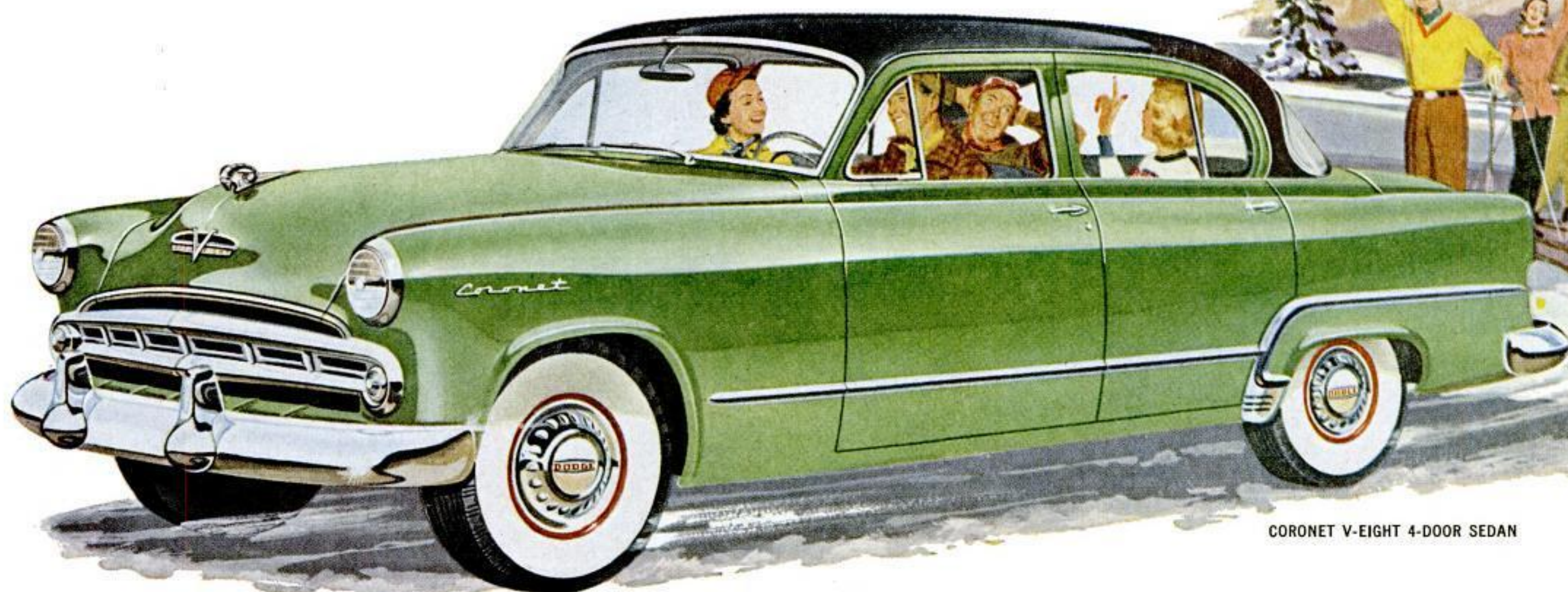
AT CHURCH, now held in gym, Harris sits between Elder Branson and Pastor J. G. Gjording planning church building to which Harris has contributed.



AT HOME Harris, who is childless, cuddles Adventist neighbor's daughter, Kathy Easton. He still has home, cattle, land; plans to will them to church.



Built for Action!



CORONET V-EIGHT 4-DOOR SEDAN

The Action Car for Active Americans

Inch for inch and pound for pound, it's the greatest action car ever produced! There's *action* in its trim new lines, with sweeping curved windshield and wrap-around rear window. *Action* in the surging power of its 140-h.p. Red Ram V-8 engine. *Action* in the new road-hugging, curve-holding ride, the nimble change-of-pace of Gyro-Torque Drive. Everything's new . . . with lower prices too!

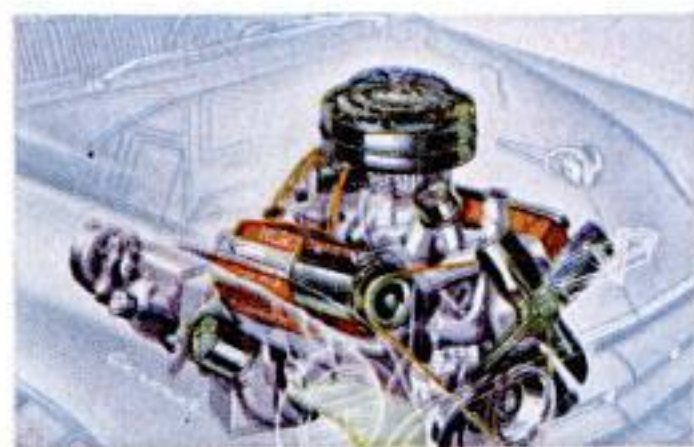
Take a "Road Test Ride" in the action car of the year!

Specifications and equipment subject to change without notice.



Styled for Action

Waste space becomes usable space. "Deadweight" is done! Clean, trim lines . . . yet more head-room, leg-room and elbow-room than ever inside. Up to 11 cu. ft. more luggage space in roomy rear deck.



Powered for Action

New 140-h.p. Red Ram V-8. Most efficient engine design in any American car. Take a look under the sloping, compact hood: It's *all* engine, not just "show space."



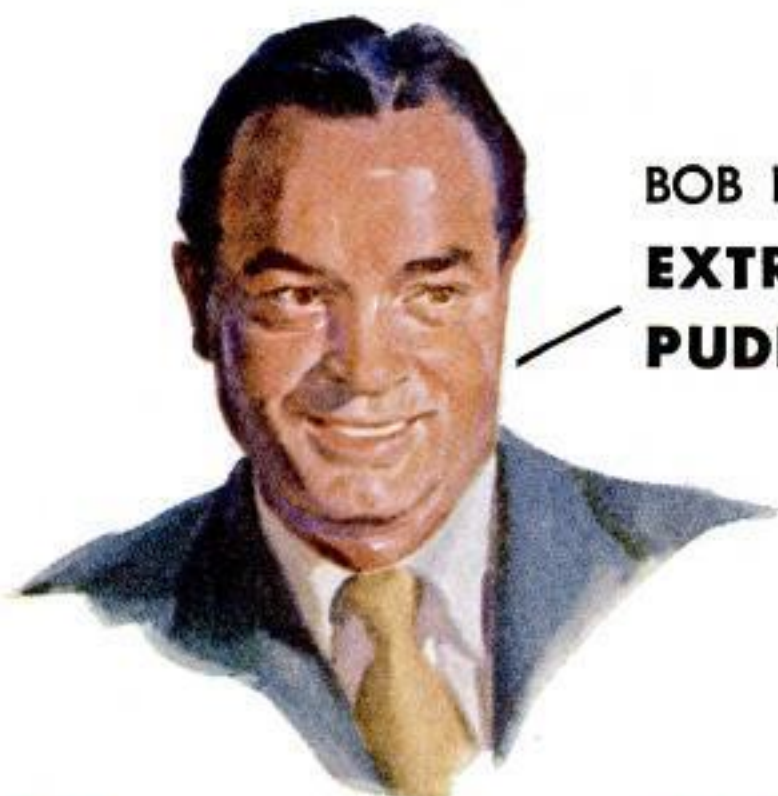
Engineered for Action

"Snugs down" on curves like a sports car. Less roll and sway. You're in control all the way. You're master. Thrilling pick-up . . . and just wait until you try the "Scat" gear!

New-All New '53 Dodge

Road Test this Power Packed Beauty

New! The Easiest (and



BOB HOPE SAYS:

**EXTRA SMOOTH WITH JELL-O
PUDDINGS AND PIE FILLINGS**

SAVE 20¢

*Accept money-saving coupons
for trying wonderful cream pies*

Money-saving coupons are yours inside the specially-marked packages of Pillsbury Pie Crust Mix.

You get a coupon worth 10¢ on your next purchase of any 3 packages of Jell-O Pudding and Pie Filling. And you get a coupon worth 10¢ on your next purchase of 2 packages of Pillsbury Pie Crust Mix.

Your grocer has these specially-marked, money-saving packages of Pillsbury Pie Crust Mix now! Get yours while they last!



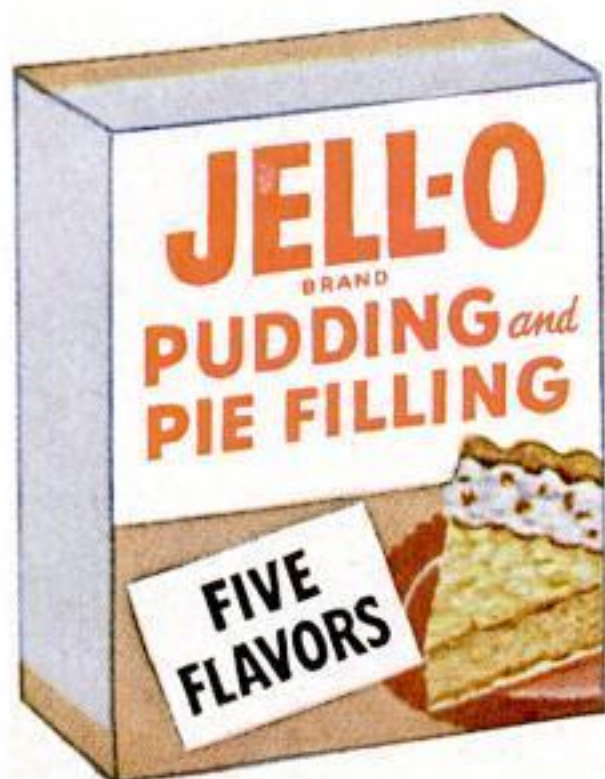
Have a few minutes? Say, 17? That's all it takes, on the average, to turn out a cream pie as beautiful as this. Just open up a package of Jell-O Pudding and Pie Filling and a package of Pillsbury Pie Crust Mix and away you go!

Coconut cream, vanilla, chocolate, butterscotch and lemon—five wonderful flavors for five wonderful kinds of creamy-rich pie.

That's Jell-O Pudding and Pie Filling for you! All with a flaky, tender crust, that's Pillsbury, of course.

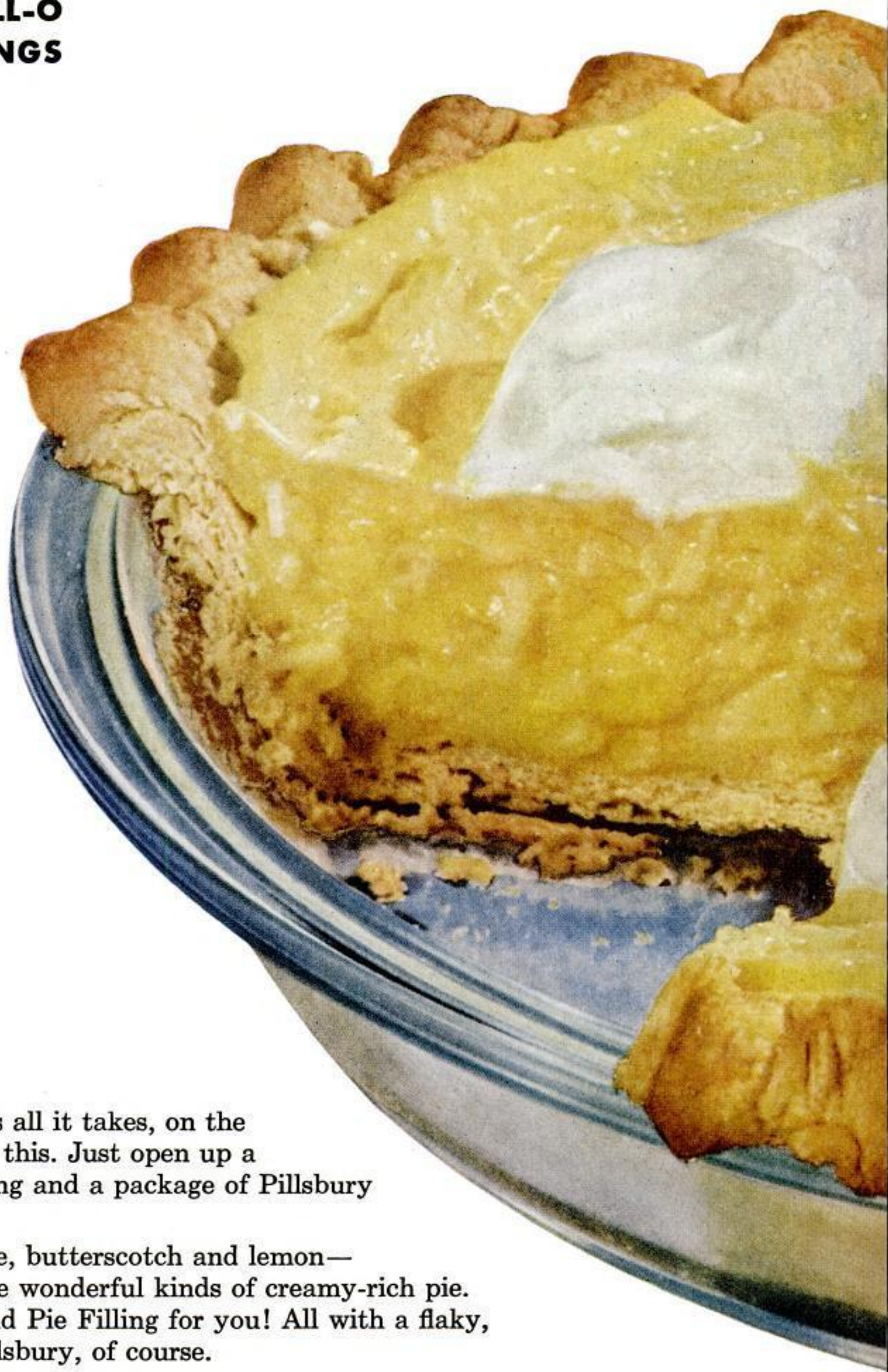
Pillsbury's exclusive Chill-Blended process gives you the old-time secret of flakiness . . . makes flakier, more tender crusts sure as sure can be.

Go ahead—pick a flavor and have a triumph!



JELL-O PUDDINGS AND PIE FILLINGS

Jell-O is a registered trade-mark of General Foods Corporation



creamiest) Cream Pies Ever!

ARTHUR GODFREY SAYS:
**EXTRA FLAKY CRUST WITH
PILLSBURY PIE CRUST MIX**
—The Chill-Blended Mix



Pillsbury Pie Crust Mix

THE CHILL-BLENDED MIX



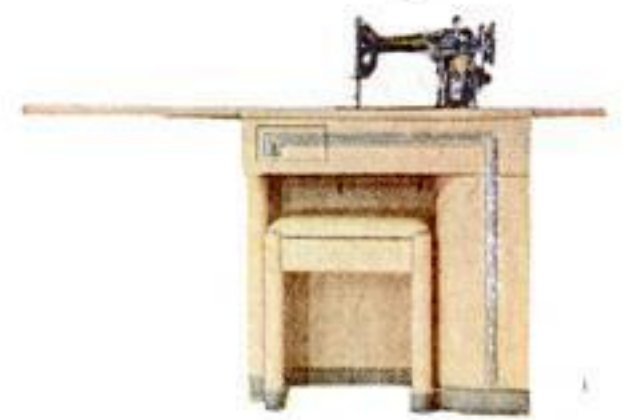
Straight-needle...

Famous, familiar SINGER. Smoothest-stitching of all straight-needle machines—for all types of everyday sewing from dresses to drapes. In Queen Anne, portable, *many* handsome styles.

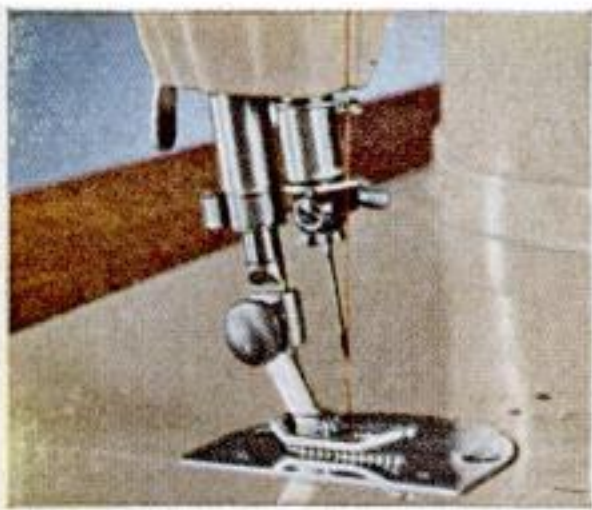


Swing-needle...

One of first zigzag machines. Finest by far! Specially for decorative (as well as straight) sewing. Makes buttonholes, sews on buttons, monograms, embroiders—*without* attachments!



and now the exciting new Slant  needle. **SINGER!**



Needle slants toward you instead of being straight up and down. Makes it easier to see as you sew, easier to "feed" fabrics. An exclusive patented feature, yours only on this newest SINGER* Sewing Machine. Most modern, streamlined machine ever!



Use it as a portable, too! It's the first full-sized cabinet machine with a handle concealed in the top so you can lift it out of the cabinet, carry it around. Sturdy but light. Base fully enclosed. Comes in lovely new soft beige or traditional black.



New Spinet Cabinet designed specially for slant-needle SINGER. Unusually beautiful shape. Right for modern or period rooms. Leaf opens at an angle *toward you* so you can sit more comfortably, see more easily. Choice of many other cabinets, too.

Many "never-before" features!

You really have to try the new slant-needle SINGER to appreciate *all* its amazing sewing advantages! New easy speed control for slowest or fastest sewing ever. Both knee *and* foot controls. Instant starting—leaves hands free. Seam-width guides on throat plate. Drop feed for darning and embroidery. See it—and the other wonderful SINGER Machines—today.

Easy budget terms—liberal trade-in allowances



*** Don't be misled.** SINGER sells and services its products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark on the window, and listed in your phone directory only under SINGER SEWING MACHINE CO.



There are more than 1200 SINGER SEWING CENTERS coast to coast... and more than 4000 SINGER service cars always ready to bring SINGER service right to your door.

Whichever type of sewing machine you prefer—

SINGER offers you the finest in its field!

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

*A Trade Mark of THE SINGER MANUFACTURING COMPANY. Copyright, U. S. A., 1953, by THE SINGER MANUFACTURING COMPANY. All rights reserved for all countries. The new SINGER available in the United States only.



SLITHERING ACROSS STAGE OF JOES, COLO. CONSOLIDATED SCHOOL, A SYNTHETIC DRAGON CARRYING PAID-OFF BOND APPROACHES WAITING CIVIC VIRTUES

THE JOY OF JOES

A Colorado town triumphs over the dragon of debt

The last time the 112 inhabitants of Joes, Colo. had anything to get excited about was in 1929 when their team won the state basketball championship. Last month the little farming community, 126 miles east of Denver, got excited again: a dream of more than 30 years had come true.

In 1920, dissatisfied with its one-room sod schoolhouse, the district voted a \$10,000 bond issue for a consolidated school. In 1924 they went deeper into debt to build the high school, but what with depression and all they had to reissue bonds a couple of times and sometimes it looked as though the town had taken on more than it could handle.

But this winter the bonds were paid off in full, and the entire community turned out to celebrate and watch a morality play about the school's history. Each bond was hauled in by a dragon named Despair and High Taxes, and each time the dragon was met by Thrift, Hard Work, Determination, Sacrifice and Civic Pride. Yet another virtue, Redeemed, snatched the bonds from the dragon and then, amid cheers, the bonds were burned.

OLD SCHOOL, IN PAINTING, CONTRASTS WITH PRESENT ONE →





QUICK AS A WINK!

(mixes instantly in cold milk!)



AND OH SO GOOD



Chocolaty NESTLÉ'S Quik!

What a pretty picture! You just add 2 heaping teaspoons of rich Nestlé's QUIK powder to your glass of cold milk—stir—and there's the best chocolaty milk all ready to drink—and love! QUIK mixes instantly, stays mixed all the way down. Needs no refrigeration. Your kids will drink more milk when it's QUIK-mixed! Get some today!

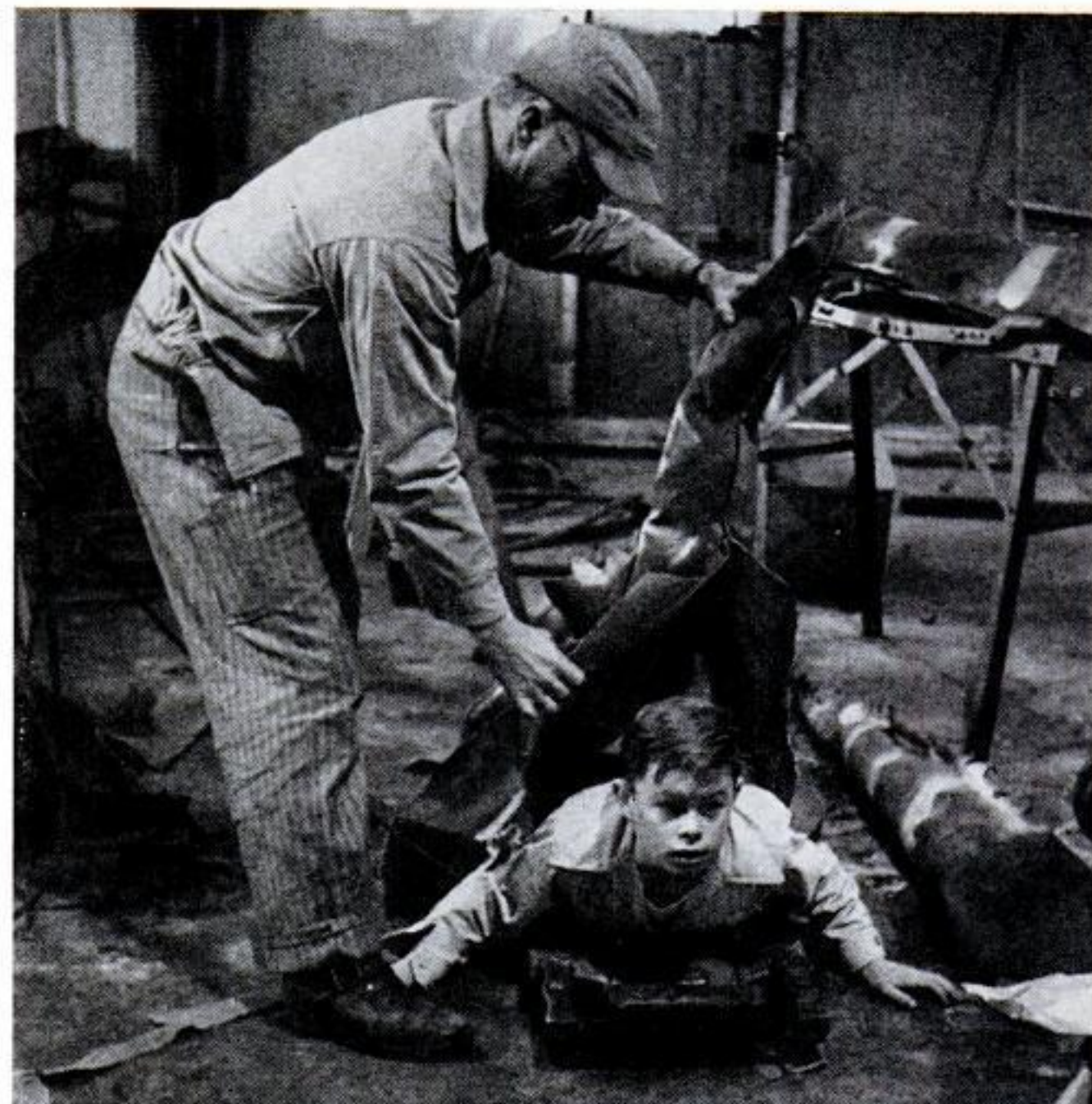


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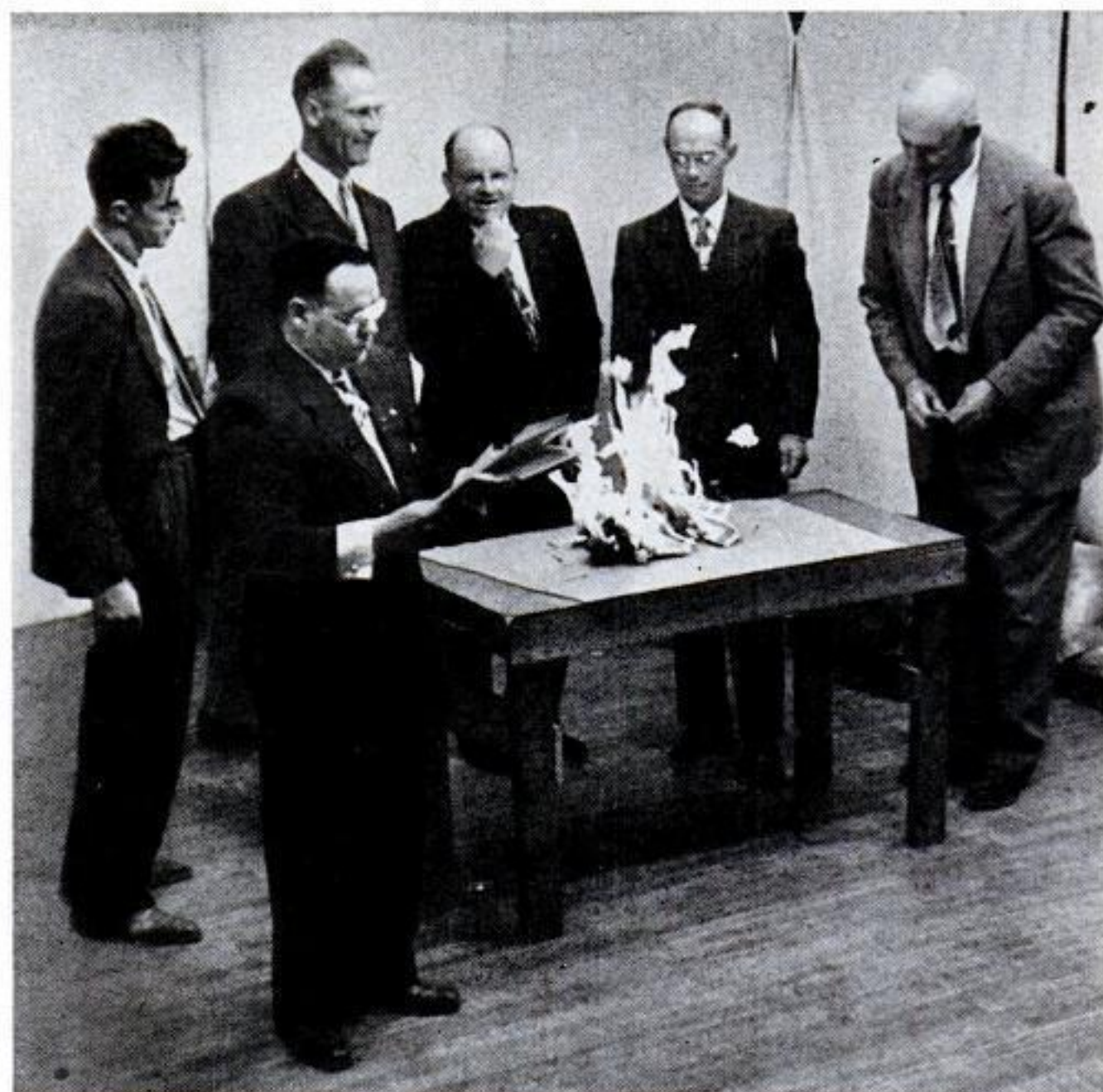


WITH THAT FAMOUS
NESTLÉ'S CHOCOLATE FLAVOR

Joy of Joes CONTINUED



DRAGON'S DAD, Andy Nikkel, helps his son Bruce into costume for his part in the pageant, stood by later to lend assistance during performance.



BURNING OF BONDS is supervised by past and present members of the board. "It's been a race," said one, "to pay the school off before it fell down."



TOWN'S TROPHY is this jarful of ashes of burned bonds. The sealed jar will be kept in a showcase with the school's other prizes and athletic awards.

CONTINUED ON PAGE 60

How 30 minutes can lead to the most enjoyable years of your life !

You can find endless satisfaction and self-expression in music you make yourself . . . in just 30 minutes!

Don't turn the page. It's true! *You can now play beautiful music yourself and relax as you never could before. Yes, you can play this music even if you don't know a note and never took a lesson.* How do we know? Because thousands have already done it on the Hammond Chord Organ.

A new kind of instrument. You see, the Hammond Chord Organ is a new kind of instrument. Within a half hour after you sit down at it you can play pieces like "Home on the Range". Perhaps not perfectly, but pleasantly.

You quickly progress to playing hundreds of favorite classical and modern pieces—all without knowing a note, without taking lessons or tiresome practice.

HOW THIS IS POSSIBLE

1. You touch just one key at a time to play the melody. On the Hammond Chord Organ just this produces music that sounds astonishingly good.



2. You push one clearly-marked button at a time with one finger of your left hand to play a rich, deep-throated organ chord. (This would take at least three fingers on an ordinary organ.)



3. You automatically produce exactly the right bass for any piece you play by resting *one* foot on one of the Chord Organ's two pedals. That's all there is to it.

A new kind of music. You don't have to read regular music to play the Chord Organ. We have translated hundreds of classical and popular pieces into really easy "picture music". You can play it in a few minutes. (Of course, you can also play from the generous selection of standard music provided—or from any standard music.)

Believe what you hear. Spend 30 minutes in private with the Hammond Chord Organ, the simple instructions and easy "picture music" at your Hammond Organ dealer's. Judge the truth of what we say by the music you hear yourself play. The Hammond Chord Organ is \$975, f.o.b., Chicago (bench shown not included). Can be played from almost any chair or bench in your home. See your Hammond Organ dealer soon, ask him about his easy payment plan. For more facts, mail the coupon below.

The Hammond Chord Organ

made by the makers of the world-famous Hammond Organ
MUSIC'S MOST GLORIOUS VOICE

-----MAIL COUPON NOW!-----

The Hammond Instrument Company
4234 W. Diversey Avenue, Chicago 39, Illinois

Please send me absolutely free and without obligation more information on the Hammond Chord Organ.

Name _____

Address _____

City _____ P.O. Zone _____ State _____

© 1953, HAMMOND INSTRUMENT COMPANY 2

There's fun for *all* the family with a Hammond Chord Organ. It will fill their lives with beautiful organ music and the lasting satisfaction that comes with being able to play it.

"Soaping" dulls hair— HALO glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream shampoos
hides its natural lustre with dulling soap film.**

Halo—made with a special ingredient—contains no soap or sticky oils to dull your hair. Halo reveals shimmering highlights . . . leaves your hair soft, fragrant, marvelously manageable!

No special rinsing needed. Halo *does* not dry . . . *does not irritate!*

***Halo glorifies your hair
with your very first shampoo!***



Joy of Joes CONTINUED



PUPILS' BANNER STATES DEMAND EARNESTLY AND UNGRAMMATICALLY

TEXAS STUDENTS RAISE A FUSS TO GET BACK INTO OLD SCHOOL

The spirit of Joes, Colo. was lacking in the Texas community of Pleasant Grove, recently annexed to Dallas. Already burdened with expansion problems, the Dallas school board told Pleasant Grove it would have to operate its own schools for a time. A group of property owners in Pleasant Grove, where taxes are higher than in the Dallas school district, objected and petitioned for an election. When the ballots were counted the people of Pleasant Grove found they had voted their school district out of existence, and the schools were closed. Most of the pupils promptly demonstrated for their right to go to school. Last week the schools were open again, under county supervision, and another election was set at which Pleasant Grove may undo its earlier action.



STUDENTS MOCK AN EFFIGY REPRESENTING THE DEAD SCHOOL DISTRICT



Outstanding for Excellence

This magnificent silver-mounted saddle, valued at \$11,000, was made to commemorate the Centennial Celebration of the Discovery of Gold in California. Thirteen exquisite pictures of historic events are tooled into its russet, black-inlaid leather. The trimmings are of sterling silver, with gold insets in prominent spots. One of the finest hand-tooled saddles in existence, it is truly outstanding for its excellence!



OUTSTANDING among the finest whiskies of the world, Hunter has been unsurpassed for 93 years. Superbly smooth and magnificently flavorful, no finer whiskey has ever passed your lips. If you haven't tried Hunter, you don't know what you've been missing.

HUNTER

"First over the Bars"

HUNTER-WILSON DISTILLING CO., INC., LOUISVILLE, KY. BLENDED WHISKEY, 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



↑ **OVER LONDON BRIDGE** fly Peter and his charges, who have just learned how to fly, and head a straight course from their home to far-off Never Land.

↓ **NEVER LAND** is a heavily wooded island full of romantic landscapes, with a comfortable anchorage for the pirate ship of the bloodthirsty Captain Hook.



A New Look at Never Land

WALT DISNEY EQUIPS PETER PAN
WITH A SPECTACULAR NEW ABODE

Peter Pan first flew on a London stage looking for his shadow in 1904. Periodically since then Sir James Barrie's play has been a paradise for stage designers seeking to re-create the special world of topsy-turvy coyness which this work demands. The resources and imagination of the Walt Disney artists and animators have now been turned to this end and they have endowed Peter Pan with the lushest, most colorful surroundings of all his career. In the handsomely realistic views of London as seen by airborne Peter and his friends, and the fanciful tours of the enchanted island, *Peter Pan* progresses into new realms of spectacle which lift it happily above the conventional Disney cartoon technique.

All the familiar figures—Peter, Wendy, Captain Hook, the Pirates and Indians—appear in this version in their old guises, though a break with convention was made by having Peter—his voice, that is—played by a boy, Bobby Driscoll, instead of by a grown woman. At the story's climax, Tinker Bell does not have to be brought back from death's door by the audience's tearful shouts that they do indeed believe in fairies. The sprite is revived by hearing Peter huskily murmur in her ear that he loves her more than anyone in the world.

↓ MERMAID LAGOON, one of the sights of Never Land, echoes to gentle cooings and splashings while blood spills and thunder rumbles elsewhere.



NOW-All in One!

Air Ride
U.S. ROYAL MASTER

This Minute of Reading May **SAVE A LIFE**

WHAT you see announced and pictured on these pages is probably the most radical single advancement in tire history!

It is an achievement which unites the superb qualities of the U.S. Royal Master Tire with the new and positive blowout prevention of the sensational new U.S. Nylon LIFEWALL.

Wedded for Life and Safety

In this new union you have the finest air container ever developed — with all the added power and strength of Butyl rubber and Nylon literally to banish blowout possibilities!

A Goal of Half a Century Now Fully Realized

What these new LIFEWALL U.S. Royal Master Tires mean to you should be self-evident.

You put LIFEWALL between you and all the risks of a blowout — as you put Texturized Tread Depth under you for stopping power and skid protection beyond all other standards.

U.S. ROYAL
NYLON
LIFEWALL

Blowout Prevention

Skid Protection

Life Protection

The Great New

LIFEWALL

U.S. ROYAL MASTER

with the Only **EVERLASTING WHITEWALLS**

to keep the spotless beauty of your tires!

with the Only **CURB GUARD* PROTECTIVE RIB**

to end curb scuff nuisance and expense!

with the Only **ROYALTEX TREAD and TRACTION**

for world's utmost in non-skid stopping power!

and with up to **TWICE AS MANY SAFE MILES**

—your one tire investment for years!

*Trademark of UNITED STATES RUBBER COMPANY

U N I T E D S T A T E S R U B B E R C O M P A N Y



ANIMAL ACT PATTERNS include (left to right) snow leopard silk dress (Adele Simpson, \$90), cotton bloomer suit (Bergdorf Goodman, \$30), cotton shirt (John Weitz,

\$5.98), cotton voile dress (Nettie Rosenstein, \$125), satin robe with black satin pants (Brooke Cadwallader, \$250), silk crepe dress and three-yard stole

LEOPARD LOOK

This year the spring print flurry is furry

In the annual rash of spring prints leopard spots have changed the fashion picture most noticeably and the patterns that camouflage the wild animals in the jungle are now worn by women who want to stand out everywhere from dance floors to beaches. The best real fur, from dwarf Somali leopards, has been scarce and expensive since the Ethiopian war 19 years ago when gunfire scared the Somalis from their



(Nettie Rosenstein, \$185), terry cloth sunback style (John Weitz, \$8.95); in the foreground: two-piece cotton bathing suit (Cole of California, \$10.95).

native habitat. But leopard prints, in heavy fake fur or light cloths, have been steadily popular. The current splurge of spots, which produced the menagerie of models above, uses photographs of pelts varying from pale snow leopard to cheetah, whose spots, unlike those of other leopards, are solid. Along the same zoological line are broadtail, fox and mink designs for customers craving other breeds (*next page*).

CONTINUED ON NEXT PAGE



New plastic bandage won't loosen in water

Flesh-colored . . . stays neat

Johnson & Johnson



LEOPARD LOOK CONTINUED

FUR PRINTS FROM PARIS



For you! The world's most luxurious lotion! *Revlon's* new

AQUAMARINE LOTION

Fabulously fragrant! Fondles every blessed inch of you!

Lavish it on...you've never dreamed of such luxury! A miraculous blend of balms scented with costly imported perfumes—designed to keep your hands and body silken-soft, divinely fragrant. Never before a rich, creamy-blue lotion with such a genius for fondling every blessed inch of you! 1.00* and 2.50*

*PLUS TAX DRESS: HERBERT SONDEHEIM

Revlon Aquamarine Lotion Deodorant

A truly modern anti-perspirant...

gentle as a face cream, yet doubly-effective! 1.10.*



SILVER FOX PATTERN on glazed cotton cocktail dress (Brielle, \$17.95) is one of the exotic fur designs shown in Paris last fall by Hubert de Givenchy.



SAPPHIRE MINK PRINT on silk crepe sheath (Clare Potter, \$90) copies most expensive mutation mink. Real mink coat to match (Ritter) is \$12,000.



How to determine the “sex” of a Parker “51” Pen!

This pen is female. We'll tell you that much right now.

It's a matter of metallurgy, the science of metals, rather than one of physiology. And the story starts at the very tip of the Parker “51” Pen.

This tip or point is made of Parker's exclusive Plathenum, a special combination of two precious and very costly metals, Platinum and Ruthenium, fused inseparably to the 14K gold nib of the pen. After this nib is precisely slit so that ink can travel smoothly down to the point . . . and after it is ground and polished in every position imaginable, it is ready for writing.

Now—if a two-hundred-pound man should take a new “51” Pen and boldly write with it for a few hours, it would break itself in to his hand in a decidedly masculine way. However, if a slip of a girl were to pick it up, she would be almost sure to break it in in a characteristically feminine way. It wouldn't take much of a magnifying glass to reveal which was which. But there's even more to this story than that.

Copr. 1953 by The Parker Pen Company

The Parker “51” is the only pen that will adapt itself to one's own style of writing so completely, or so soon. Its remarkable point wears in to your individual style of writing, polishing itself after the first few hours of use to a point of supreme smoothness—and then stays that way for decades and decades. That's because the Parker “51” is the only pen with an all-precious metal point.

When you get your new Parker “51” Pen you will see how much longer it will write on one single, easy, clean filling. It will actually do 9 solid hours of writing! Will sign over 3,500 checks. Even the ink reservoir that holds all that ink is unusual. Made of a new material called Pli-glass, not rubber, it can boast of a life expectancy of 30 years.

Starting with its convenient slip-on cap and ending with the beautifully shielded hood which houses its remarkable and efficient Aero-metric Ink System, this is indeed the pen of pens. A pen that makes your writ-

ing effortless, pressureless, flawless. That's probably why it's America's most-wanted pen, as your dealer will tell you. “51” Pens start at \$12.50. There are slim regular and slimmer, shorter *demi-size* models. Popular “21” Pens from \$5.00. All available with matching pencils. The Parker Pen Company, Janesville, Wisconsin, U. S. A.; Toronto, Canada.



Precious Plathenum in the form of a tiny pellet is fused to the 14K gold nib of the Parker “51” in this precision operation. Diameter of pellet for a fine point is only .033 in. It takes 7800 of them to tip the scale at an ounce. Skilled hands and machines that “think” combine to make the “51” the craftsman-produced pen.

THE NEW, IMPROVED PARKER “51” IS NOW AT YOUR PEN DEALER'S!





Event No. 1: *GMC brings Hydra-Matic Drive to the full light truck line!*

Event No. 2: *GMC produces the highest compression gasoline truck engines ever built!*

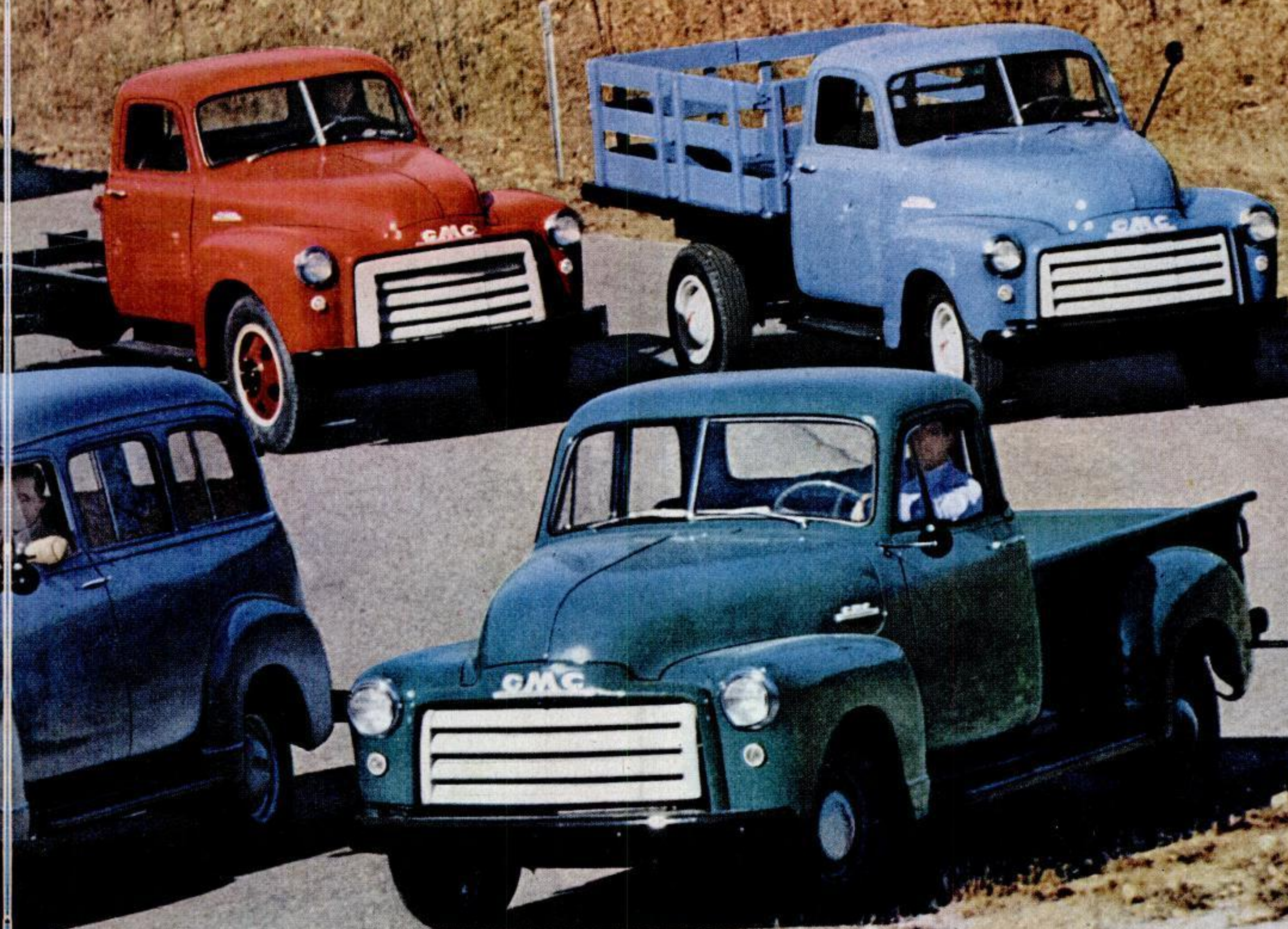
In no less than 19 spectacular light truck models for 1953, GMC dealers offer Dual-Range Hydra-Matic Drive. With a 3-speed range for nimble traffic handling

—a 4-speed range for the open road—Hydra-Matic automatically suits the gear ratio to the need. Goodbye to engine-straining, power-wasting shifting errors! And with an entirely new line of advanced engines, GMC attains compression ratios never before possible. For 1½- and 2-ton trucks, there's a 7.5 to 1 ratio —and in all lighter models, a *record-breaking 8.0 to 1!* You get higher power — quicker response — notice-



Revolution on wheels

- thanks to two great new GM developments



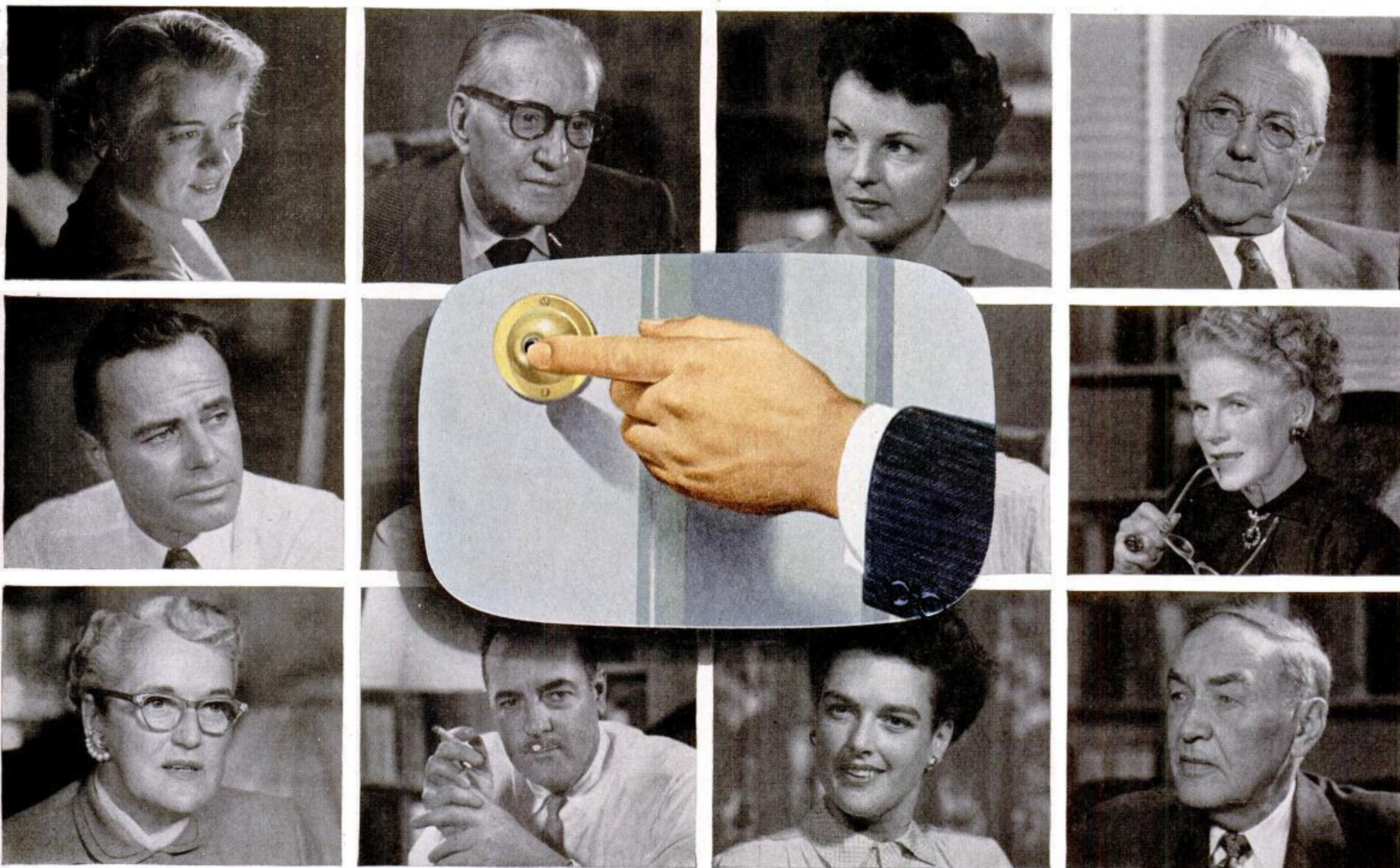
ably better economy, from regular gasoline. Hydra-Matic is available at extra cost on all GMC pickup, stake and panel models throughout the ½-, ¾- and 1-ton capacity line. It is standard on the package delivery chassis.

For an *all-modern* light truck that's "built like the big ones," let us show you the amazing new GMC's.

Your GMC Dealer



Get a real truck!



WHEN YOUR DOORBELL RINGS ...LISTEN!

It may be a Nutrilite Distributor who will request the opportunity to present the interesting story contained in the booklet, "FACTS... about Vitamins, Minerals and Nutrilite Food Supplement." You'll find this is a story you can believe because the information contained in the booklet is authoritatively approved.

Nutrilite is a food supplement in the form of capsules and tablets. It is represented solely to fortify the diet. Learn the facts and join thousands of families who eat Nutrilite regularly as a part of their nutritional program.

NUTRILITE

A distinguished product among food supplements

Nutrilite Food Supplement is sold only through authorized independent distributors. Look in your classified directory under "Vitamins" or "Food Supplements," for the Nutrilite Distributor nearest you... or write Mytinger & Casselberry, Inc., 1714 Santa Fe Avenue, Long Beach, California.



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SHOOTING CORN THROUGH A 7½-INCH FUNNEL CRAMMED DOWN THE GOOSE'S GULLET, ELECTRIC FEEDER FILLS UP THE FOWL BEFORE IT CAN TAKE A BREATH

GOOSE TECHNOLOGY

Electric feeders stuff fowl with food to produce 'pâté de foie gras'

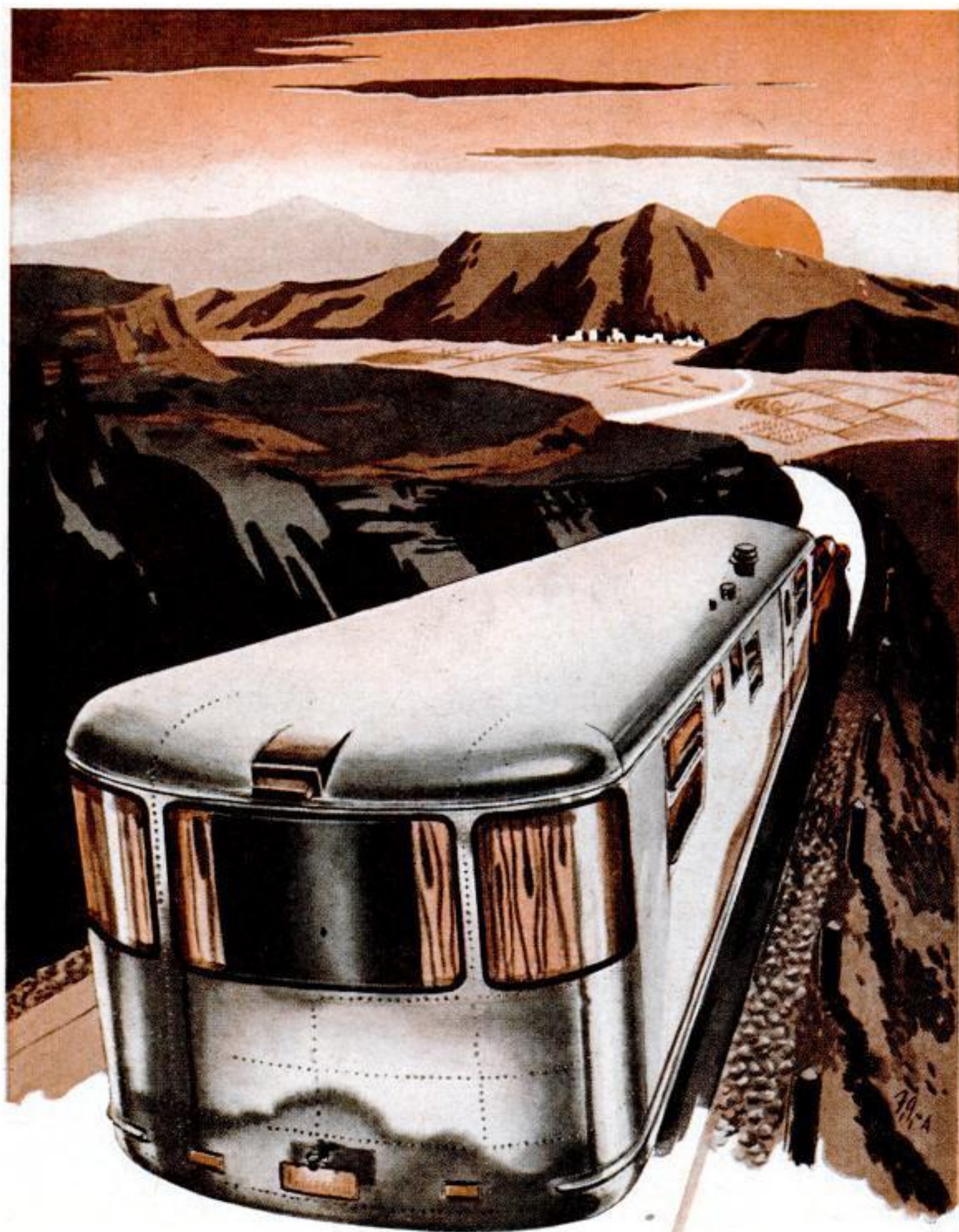
For centuries the farmers around Strasbourg, France have been cramming their geese full of food so that the fowls' livers would become abnormally large and fatty and thus be ideal for the Strasbourg specialty, *pâté de foie gras*. Traditionally the farmers have done the cramming by hand, dropping one grain of corn at a time into the goose until its gullet was full to the beak. But now they have mechanized this ancient practice and are using electric feeders (above) to make their geese obese.

The old method was slow, requiring about

seven minutes per goose. It was also dangerous. Often the corn would drop into the windpipe, leaving the farmer with a dead goose. With the electric feeders the farmers can stuff a goose a minute, and a long funnel down the gullet makes sure that the corn goes down into the crop where it belongs. Only strong, healthy geese that can stand the strain are picked, and within eight hours after being stuffed they are usually ready for another feeding. But even with this new technology the geese sometimes get so much food that they suffocate to death.



ELASTIC BAND around goose's neck prevents it from regurgitating the corn after it has been filled.



YOU CAN STAY AT HOME AND

Follow the Sun

WHEN YOUR HOME IS A
SPARTAN



Follow the millions who have discovered new horizons of living . . . GO and LIVE . . . go where the jobs pay best and the climate suits you better. Write today for complete information. Finance terms can be arranged to suit you. The most Modern Home-on-Wheels — A SPARTAN HOME.

WRITE TODAY

FOR *Free* COLOR LITERATURE



Spartan Aircraft Company
2035 North Sheridan Road
Tulsa, Oklahoma

Name.....

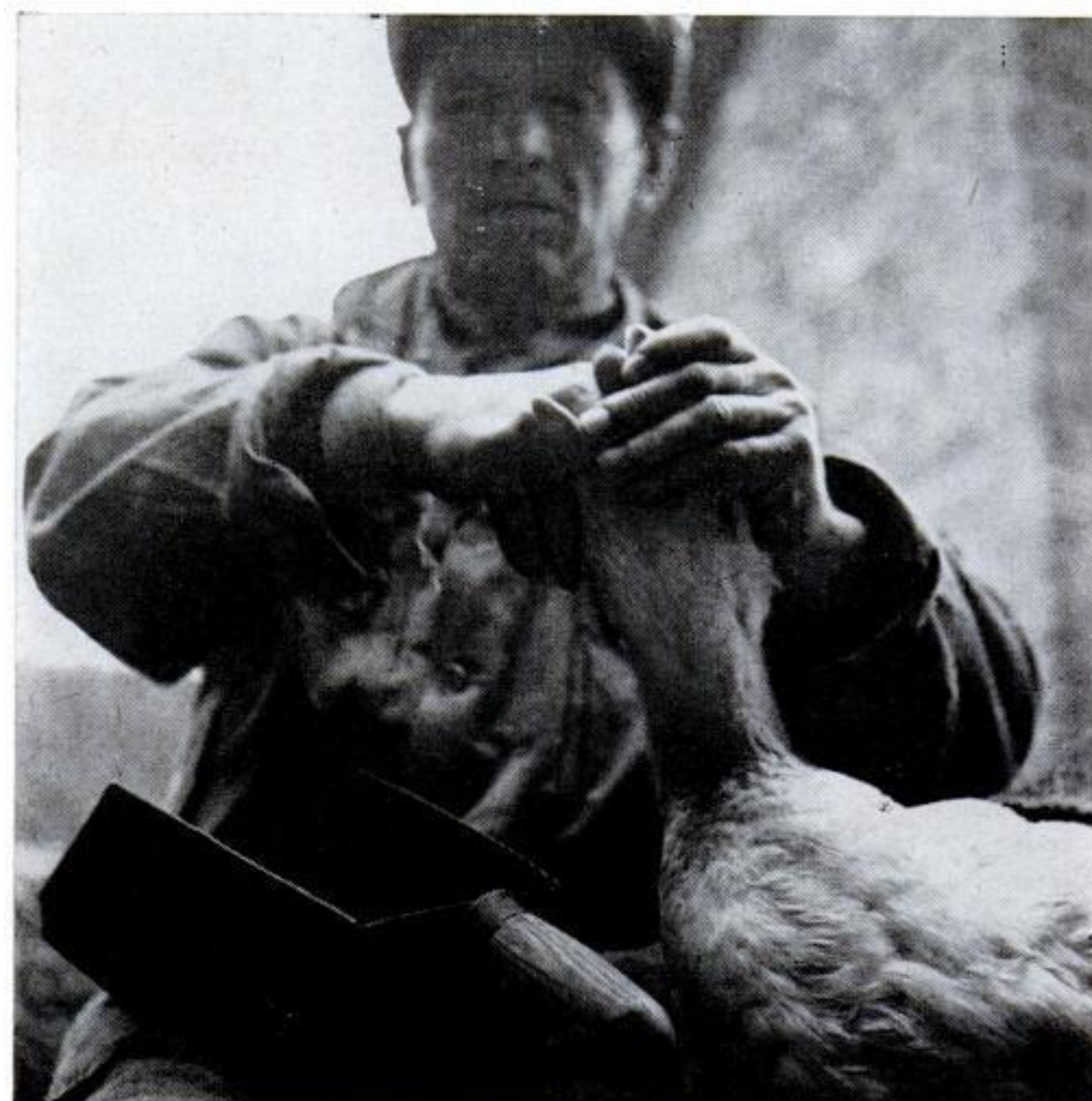
Address.....

City..... State.....

**SPARTAN
AIRCRAFT
COMPANY**

2035 N. SHERIDAN ROAD
TULSA, OKLA.

Goose Technology CONTINUED



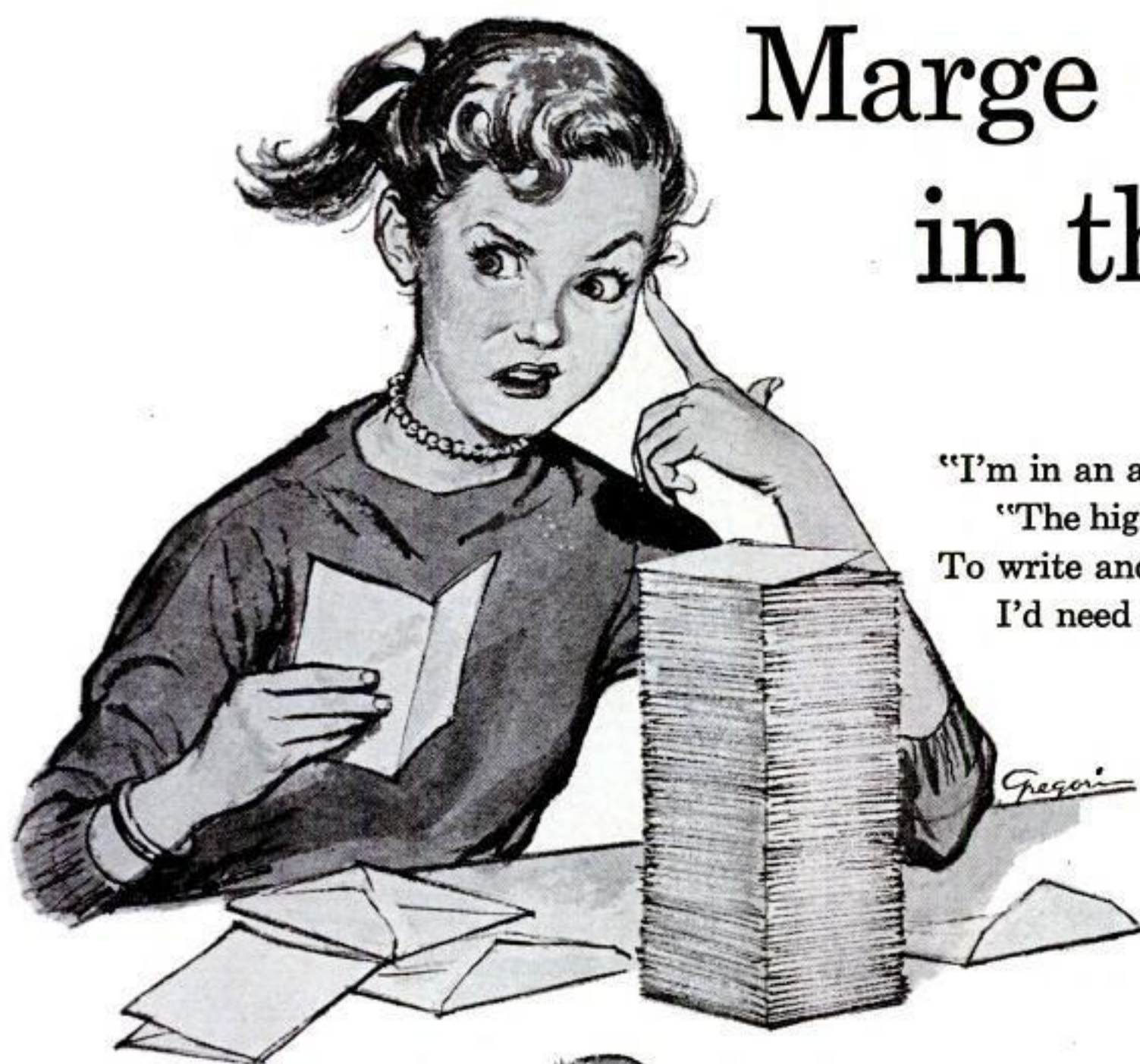
HAND METHOD of stuffing is still used by many small farmers. They hold the beak open and force down corn which has been greased to go down easier.



FUNNEL FEEDING, first step toward mechanization, is used by 69-year-old Madame Alois Vix, who has crammed geese since she was a 16-year-old girl.

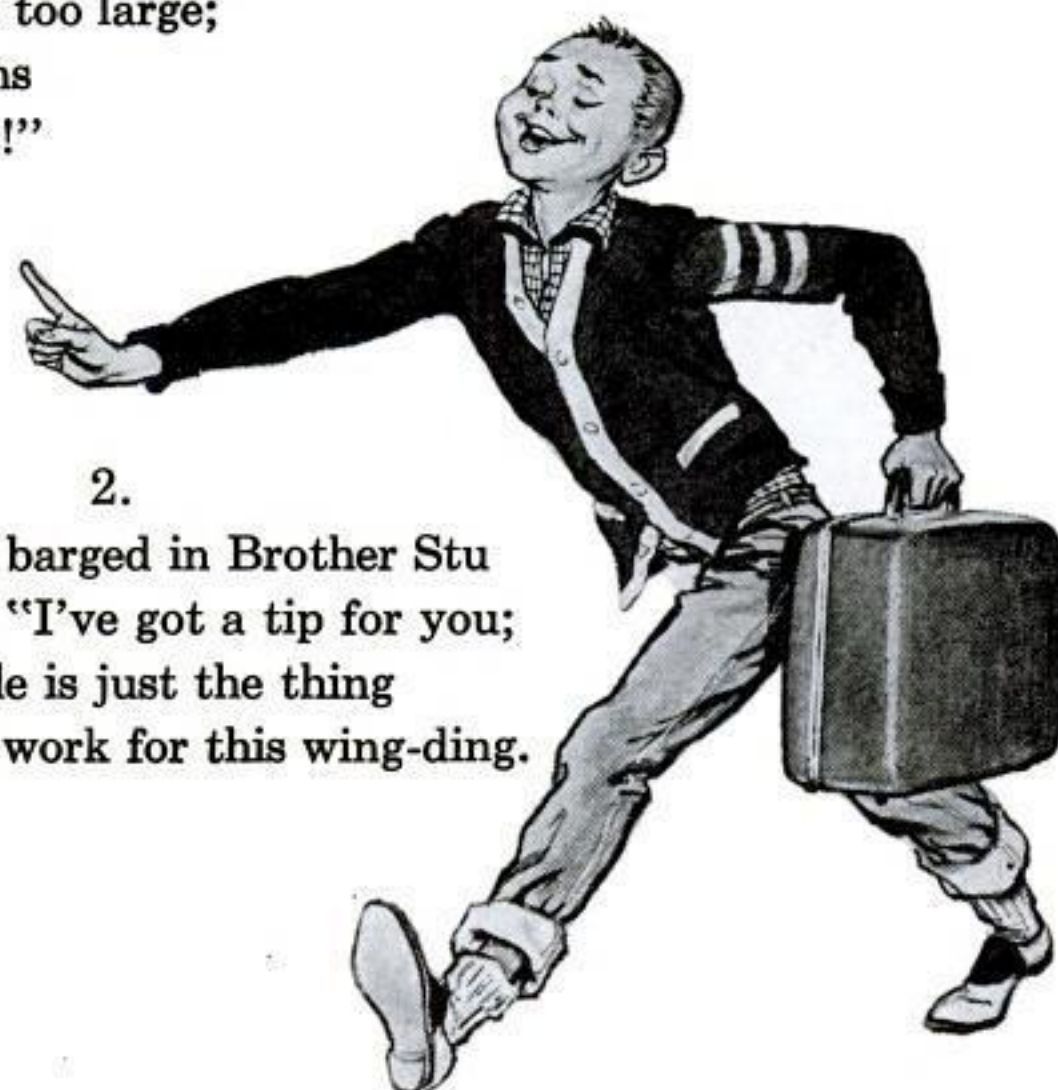
CONTINUED ON PAGE 76

Marge and Stu put zip in the high school dance



1.

"I'm in an awful fix," said Marge,
"The high school dance has gotten too large;
To write and address these invitations
I'd need a hundred poor relations!"



2.

At that point barged in Brother Stu
Who said, "I've got a tip for you;
Royal Portable is just the thing
To do the work for this wing-ding."

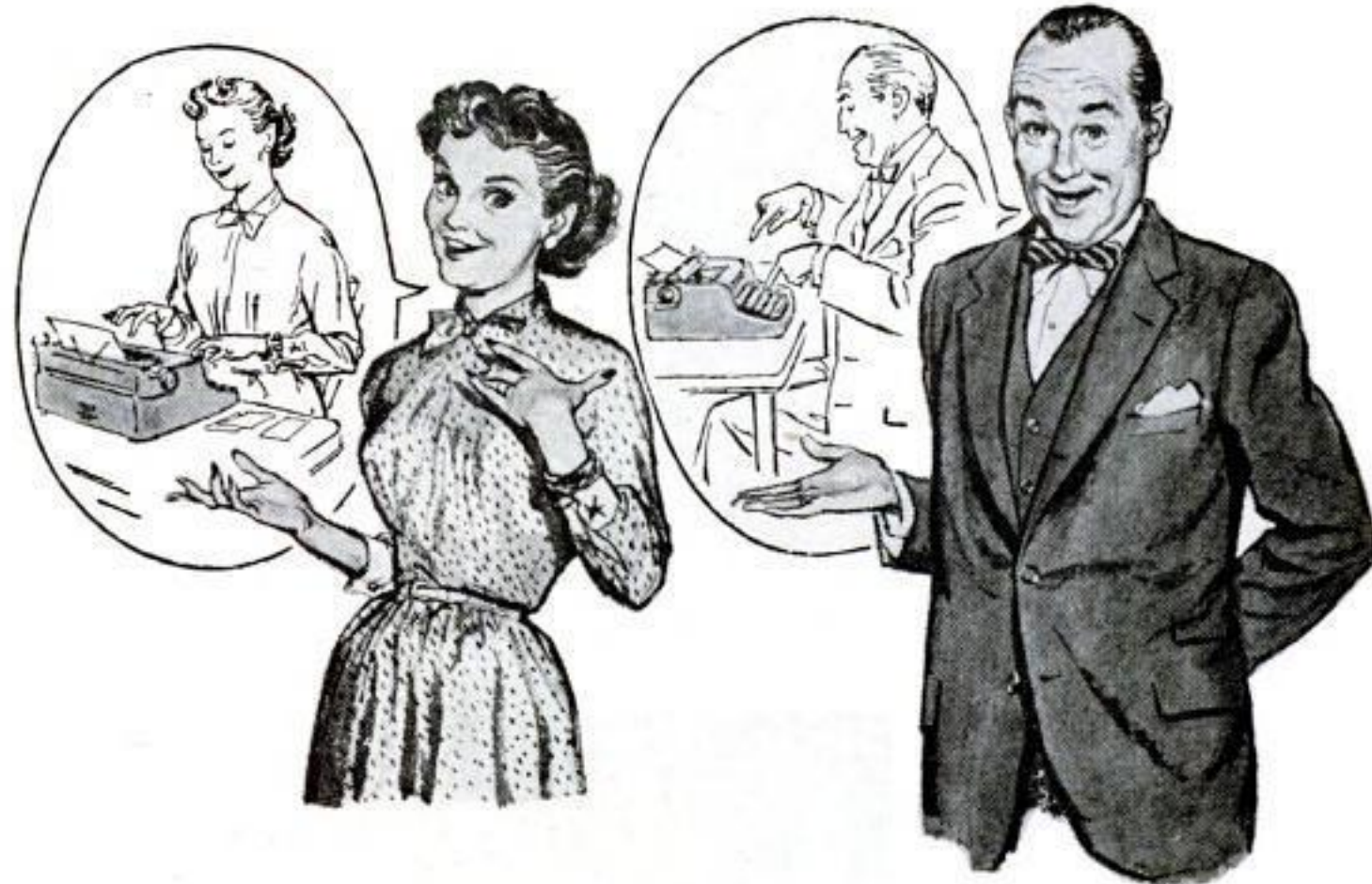


3.

"You set the 'Magic' Margin quick—
The Speed-King Keyboard's really slick—
Royal's 'Touch Control's' at your command
To tailor your touch to suit your hand."

4.

Said Mom, "Stu's right. I always use
Royal Portable to type club news."
"On trips," spoke Pop, "I hunt and peck
My correspondence out, by heck!"



5.

All the family will say (we agree it is wise),
"Use the standard machine in portable size."



Terms as low as \$1.25 a
week. Liberal trade-in
allowances. Royal Port-
able in Royal Tan or
Gray. See your Royal
Portable dealer today.

Every member of the family
needs and uses a

ROYAL World's No. 1 Portable

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.

Keeps on Ticking!



DUCK IT!



DROP IT!



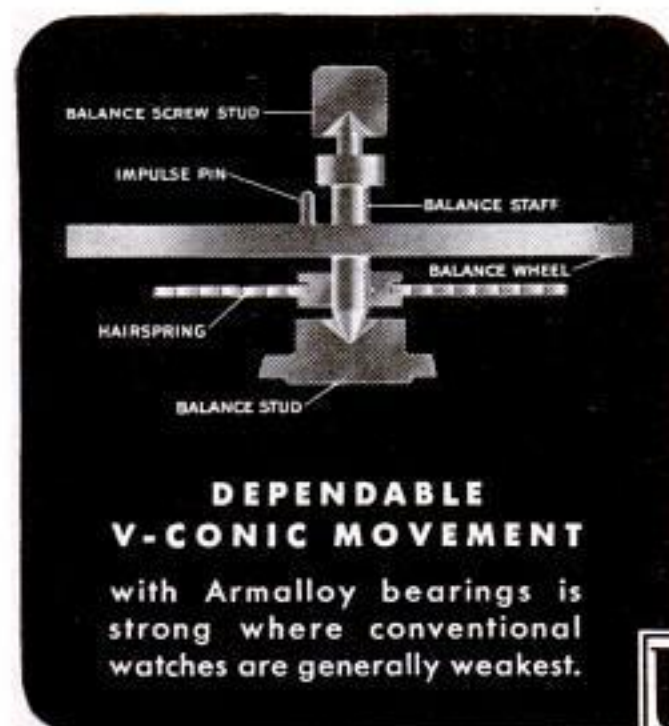
Spartster
\$9.95
plus Fed. Tax

Marlin
Radiolite
Dial with
sweep hand
\$11.95
plus Fed. Tax

Revolutionary Waterproof* and Shock-Resistant

TIMEX

CHALLENGES \$50 WATCHES FOR STURDINESS, ACCURACY AND BEAUTY



**DEPENDABLE
V-CONIC MOVEMENT**

with Armalloy bearings is strong where conventional watches are generally weakest.



Distinctively styled yet sturdy and dependable... the Timex waterproof* series is the choice of active Americans. Even if dropped in the dishpan or on the floor, they will keep ticking faithfully. Only Timex has the revolutionary V-Conic movement, shock-resistant and dependably accurate. Can't be overwound. Yet, for all this, Timex is remarkably low-priced.

Sold with ONE YEAR Guarantee

*Stays waterproof as long as crystal, crown and back are intact and, if removed, expertly replaced.

World's Largest Manufacturer of Wrist Watches • 500 FIFTH AVE. NEW YORK 36, N. Y.

Goose Technology CONTINUED



READY FOR KILLING, forcibly fed goose has developed "double chin." The distended liver increases five to eight times in size from feeding process.



GOOSE LIVER KING, Jean-Georges Hummel, heads firm founded by his great-grandfather. In 1951 France exported 102 tons of liver worth \$702,857.

Tuna joins Rice

to make a Hearty Lenten Dish

Take Tuna's exciting smack-of-the-sea flavor. Set it afloat on fluffy white Uncle Ben's Rice. Ma'am, you've skippered home the heartiest dish of the whole Lenten season! And it's almost effortless. Just fix the Tuna to your taste. Cook Uncle Ben's Rice (no steaming or special preparation) to the fluffy white perfection we *guarantee* you'll get. Pour Tuna on Rice, and you're in! . . . Is there still time for dinner tonight?

Creamed Tuna on Uncle Ben's Rice

4 cups of cooked UNCLE BEN'S RICE
2 cans of chunk style Tuna
2 cups milk
4 tablespoons of butter or margarine
4 tablespoons of flour
Salt, pepper, paprika to taste

Cook rice according to directions on package. While cooking, prepare sauce as follows: Melt butter in top of double boiler over hot water, add flour, salt, pepper and paprika, stirring until blended and smooth. Remove from flame. Add milk slowly, stirring constantly to avoid lumps. Cook until smooth, then add Tuna and heat thoroughly.

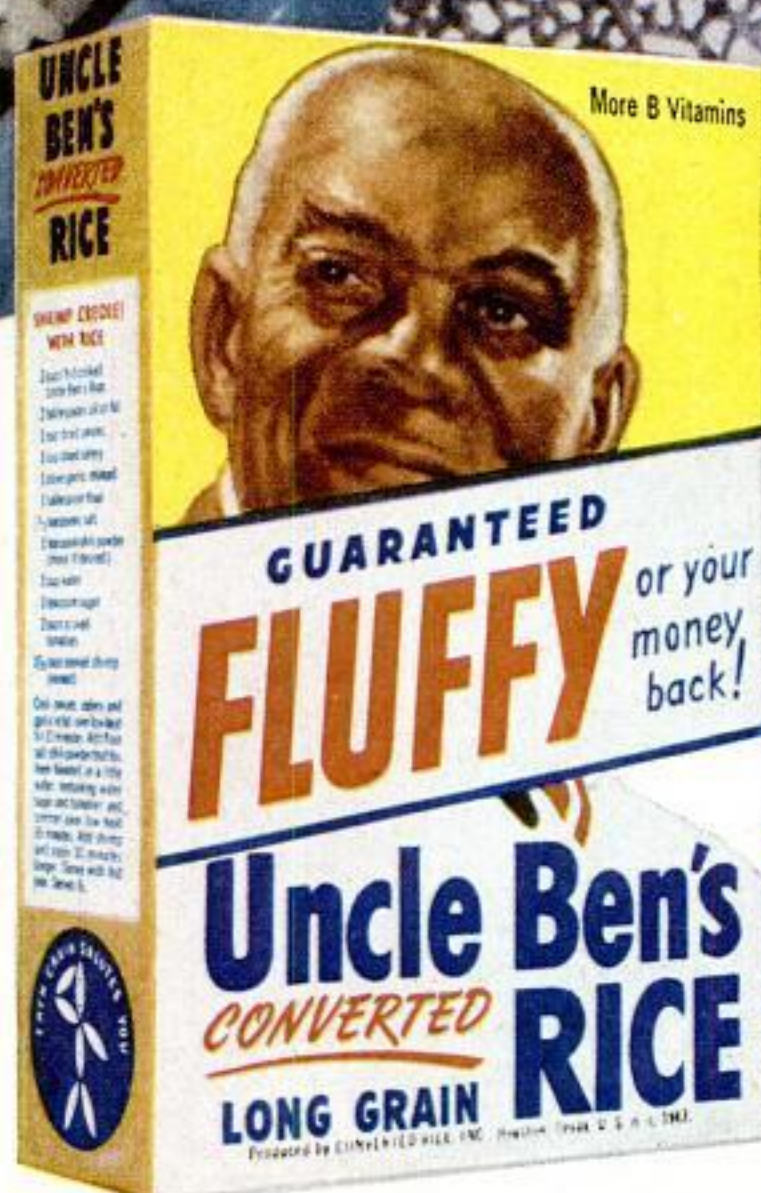
Pour creamed Tuna over bed of cooked rice. Garnish with chopped parsley, grated cheese, chopped olives or pimento. Serves six.

Choose your favorite brand of Tuna at your grocer's right now. Plump, meaty bite sizes, chunks, solid pack. Blend it, any style, with Uncle Ben's Rice and there's no tastier dish going. And none heartier. For Uncle Ben's exclusive process guarantees you the fluffiest of rice—rice with its nourishment left in!

Uncle Ben's
CONVERTED
LONG GRAIN RICE

"Uncle Ben's" and "Converted" are trademarks of Converted Rice, Inc.

Converted Rice, Inc., Houston, Texas





When company comes...

... don't settle for anything but the finest. Serve smooth, sociable, satisfying Pabst Blue Ribbon—in crystal clear glasses topped with lacy foam. As you pour, you feel a certain pride in knowing that you are giving your guests the very best of beers—internationally famous Pabst Blue Ribbon.

Try this... for one week...make Pabst Blue Ribbon *your* beer. When you find out how much you've been missing—your one week's trial of Pabst Blue Ribbon will stretch into a lifetime of beer enjoyment.

DRINK PABST BLUE RIBBON . . . the sociable beer you like to linger over!

FOLLOW PABST BLUE RIBBON BOXING BOUTS . . . EVERY WEDNESDAY NIGHT ON TELEVISION . . . CBS NETWORK. Copr. 1953, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.



RITA HAYWORTH IS A WINSOME SALOME AGAINST BACKDROP OF DRAWING BY AUBREY BEARDSLEY SHOWING A LESS AMIABLE VIEW OF THE BIBLICAL DANCER

Salome, Nice Girl

RITA UNVEILS IN A WORTHY CAUSE

Most authorities since St. Mark have regarded Salome as at least a willing accessory in the killing of John the Baptist by her stepfather Herod. But the record is being set to rights by a new movie called *Salome*. Its heroine, played by Rita Hayworth, is seen to be a nice good-natured Idumaean girl who in history's most famous dance routine strips off six of her seven veils—the one above is No. 6—in an effort to save John, not to do him in.



NESCAFÉ[®] INSTANT COFFEE

Free Trips to the



HER MAJESTY
Queen Elizabeth II
Coronation Day, June 2, 1953



SEE the pageantry of England on Coronation Day!
ENJOY the never-to-be-forgotten thrill of Paris in the Spring!

MAY 30—Leave New York via Pan American Airlines. Arrive London May 31.

MONDAY, JUNE 1—Refreshments with members of the British peerage, followed by dinner at a famous London Club.

TUESDAY—Attendance (in your own specially-reserved seats!) at the Coronation procession. Followed by dinner and attendance at the celebrated Palladium Theatre.

WEDNESDAY—Your choice of sightseeing trips to the Tower of London, Westminster Abbey, Houses of Parliament, or The British Museum. Dinner at a smart London hotel.

THURSDAY—Departure by air for Paris. Thurs-

day in Paris: dinner and attendance at a world-famous Paris musical revue.

FRIDAY—Paris sightseeing and a special trip to the Palace and Gardens of Versailles. Evening tour of renowned French nightclubs.

SATURDAY—Sightseeing and shopping, then return to New York by air, arriving Sunday, June 7. *A once-in-a-lifetime trip you'll remember for the rest of your life!*

NOTE: All arrangements pertaining to tickets, accommodations in England and France, etc., have been made in advance. Relax and enjoy the trip of your life!



CONTEST OFFERS

Coronation!

10 Once-in-a Lifetime Trips for 2 - See the

Coronation Festivities

3 Glorious Days in Paris

IN
LONDON
PLUS

—and \$100.00 Cash Spending Money for Each Trip-Winning Entrant!

230 ADDITIONAL PRIZES — 10 - \$500.00 — 20 - \$200.00

200 - \$50.00 UNITED STATES SERIES "E" SAVINGS BONDS!

Enjoy the richer flavor of

NESCAFÉ® Instant Coffee

and get plenty of "winning" ideas

Nescafé is composed of equal parts of pure coffee and added carbohydrates. With Nescafé, you enjoy the full, richer flavor of fine coffee right to the bottom of the jar. No other coffee—instant or ground—gives you the richer flavor of Nescafé. Try Nescafé today, and see. See, too, how you save up to 25¢ a pound over ground coffee by drinking Nescafé as your family coffee!



FOLLOW THESE EASY CONTEST RULES

1. Complete this sentence: "I prefer Nescafé Instant Coffee to all other coffees because ..." in 25 additional words or less. Use entry blank at right, or plain paper, or get free entry blank from your dealer. Be sure to print your name and address and your dealer's name and address on entry. Print your name and address on envelope as well.

2. Send in as many entries as you wish to NESCAFÉ CORONATION TRIP CONTEST, P. O. BOX 610, NEW YORK 46, N. Y. Each entry must be accompanied by the complete paper inner seal used to cover the top of a 4 or 12-ounce jar of Nescafé. Be sure to use adequate postage.

3. Prizes consist of 10 all-expense trips for 2 (including free transportation from and to your home and point of plane departure) as described elsewhere in this advertisement. Also insurance coverage for each travelling couple. 230 additional prizes of U. S. Series E Savings Bonds, as listed. Entries will be judged by The Reuben H. Donnelley Corporation on the basis of sincer-

ity, originality and aptness. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be the original work of contestants, submitted in their own names. All members of a family may compete, but only one prize will be awarded to a family. Minor winners of trips must be accompanied by a parent or guardian. All entries become the property of The Nestlé Company, Inc., and will not be returned. Contest is subject to all Governmental regulations, and to causes and conditions beyond our control.

4. All entries must be postmarked on or before midnight, March 25, 1953. Any American citizen in the 48 United States and District of Columbia may enter the contest except employees of The Nestlé Company, Inc., its subsidiary and associated companies, its advertising agencies, and members of their immediate families.

5. All winners will be notified by mail. Complete list of winners will be sent, on request, provided request is accompanied by stamped, addressed envelope.

All you do
is finish this
sentence in
25 additional
words or less!

I prefer Nescafé Instant Coffee
to all other coffees because ...

(USE FREE ENTRY BLANK BELOW)

FREE ENTRY BLANK-CLIP TODAY!

NESCAFÉ CORONATION TRIP CONTEST

P. O. Box 610, New York 46, N. Y.

Here is my entry. (I enclose 1 complete paper inner seal used to cover the top of a 4 or 12-ounce jar of Nescafé.)

I prefer Nescafé Instant Coffee to all other coffees because
(Finish in 25 additional words or less)

.....

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

MY DEALER WHO ASSISTED ME WITH THIS ENTRY IS:

NAME.....

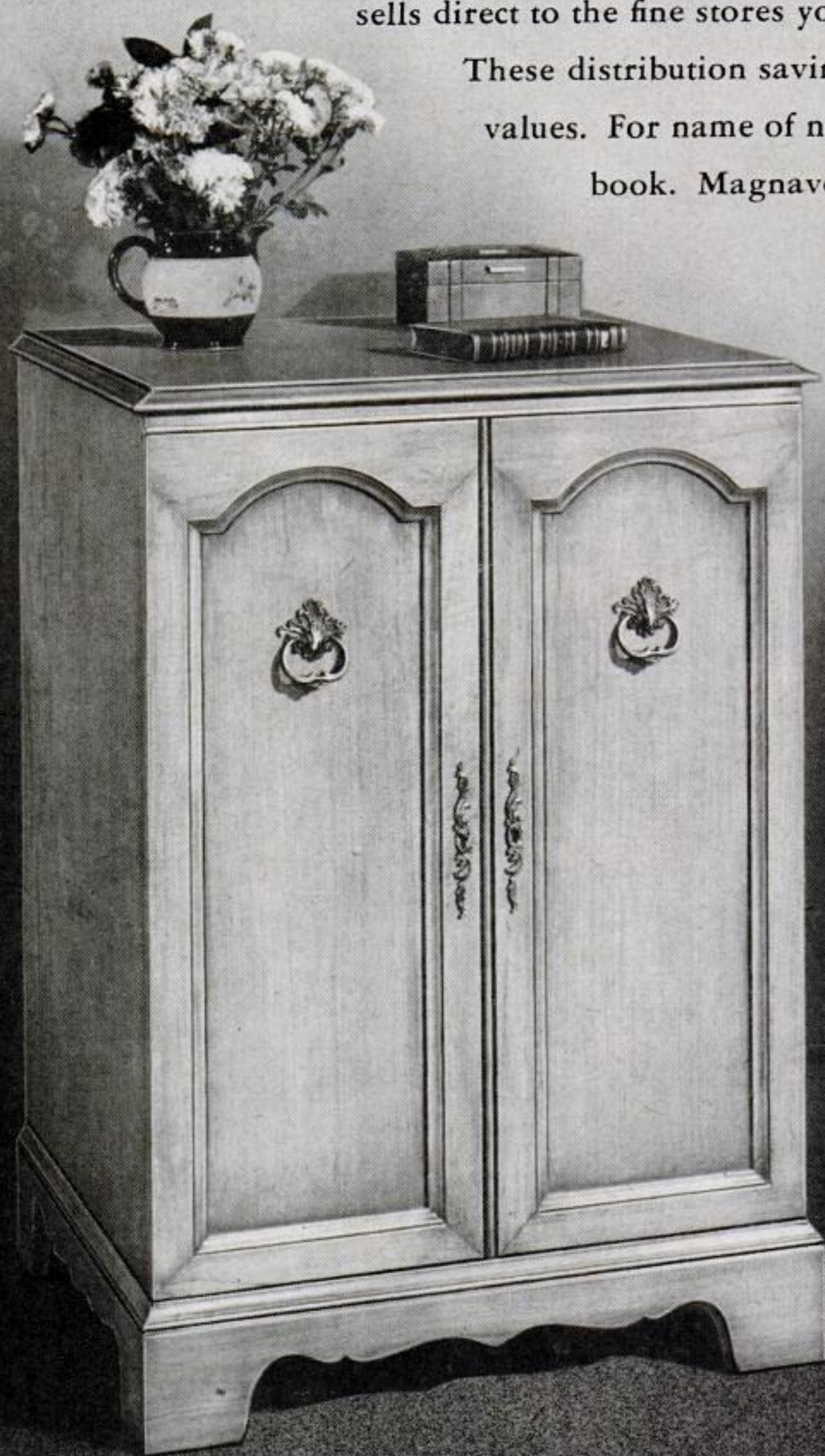
ADDRESS.....

IMPORTANT: Be sure to list dealer information above
CONTEST CLOSING MIDNIGHT, MARCH 25, 1953

Magnavox TV brings you finer pictures . . . richer tone!

You enjoy optically-filtered pictures and full-dimension sound with Magnavox TV, choice of those who seek fine picture quality and high-fidelity tone. Superpowered and extra sensitive, the Magnascope Big-Picture System improves reception in any TV area. All-Channel UHF Tuner is readily installed inside the Magnavox cabinet of heirloom quality. Magnavox sells direct to the fine stores you buy from. There are no middlemen.

These distribution savings are passed along to you in greater values. For name of nearest dealer see your classified phone book. Magnavox 21-inch TV prices start at \$289.50.



THE NORMANDY 21-inch television in antiqued fruitwood.



THE PLAYHOUSE—21-inch TV available in oak, blond or traditional mahogany, or new enchanted walnut.

ALL MAGNAVOX Screens slant down to divert reflections — speakers slant up to avoid sound-deadening carpets.

Better sight . . .

Better sound . . .

Better buy . . .

magnificent
Magnavox
television

The Magnavox Company, Ft. Wayne, Ind. • Makers of the Finest in Television and Radio-Phonographs

PRICES SUBJECT TO CHANGE WITHOUT NOTICE



SITTING INSIDE THE HOUSE, OPERATOR PUSHES RADIO-CONTROL SWITCHES WHILE PLOW SHOVELS WAY TO STREET

LAZY MAN'S SNOW SHOVEL

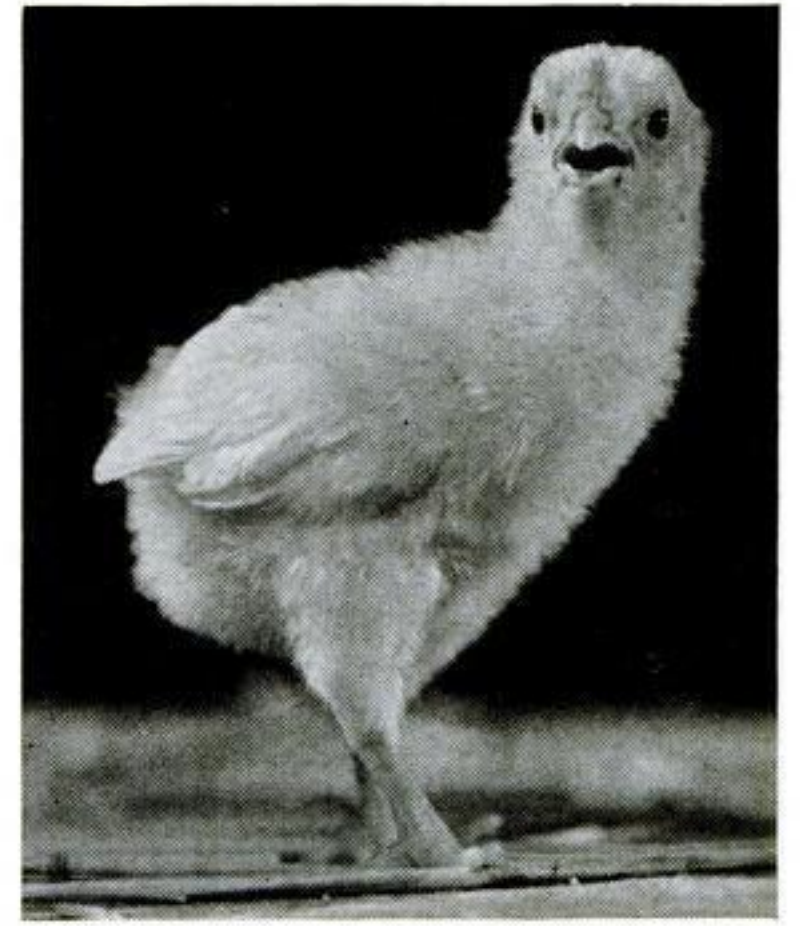
Converted lawn mower that clears winter walks is guided by radio signals

Lazy men got some authoritative support recently when two physiology professors concluded that shoveling snow for 10 minutes is harder on the heart than running up 61 flights of stairs. They may get a good deal more comfort out of a new automatic shoveler that picks up snow from the sidewalk, tosses it 15 feet away while the operator sits snug inside his living room pushing three small buttons (*above*).

The shoveling machine is a Reo Motors' version of

its remote-control grass-cutter ("Lazy Man's Mower," LIFE, June 26, 1950). Like the mower, it has a 1½-hp motor and is steered by radio. When the switches are pressed in the living room, radio signals are beamed to the machine, picked up by its cone-shaped antenna and fed to electric relays which start, stop or turn the plow. But while the plow looks like man's best foul-weather friend, it may never go on the market. Reason: it would have to sell for \$1,000.

CONTINUED ON NEXT PAGE



IF YOU FEEL "CHEEP"
ABOUT YOUR PARTIES—



NEXT TIME SERVE KING
—IT'S THE BLEND THAT
TASTES THE BEST!



FOR SMOOTHER, Milder,
LIGHTER DRINKS STEP UP TO
THE KING OF BLENDS!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

LIKE MAGIC!

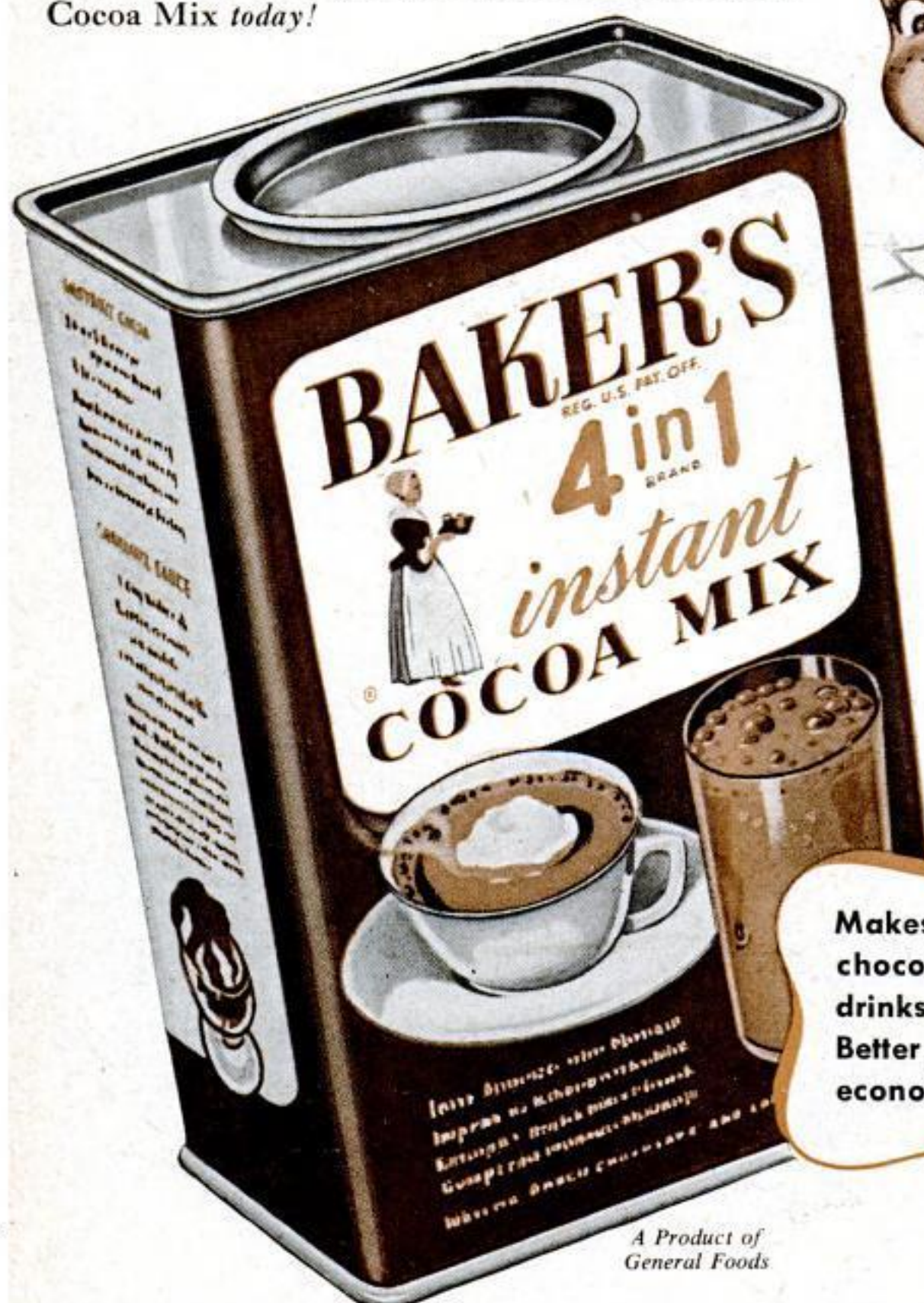
new



BAKER'S 4 in 1 mixes faster

and it's more chocolate-y!

YES, INSTANTLY new Baker's 4 in 1 makes the most luscious hot cocoa you ever tasted! It's fast as a flash for more chocolate-y cold chocolate milk, too! No other cocoa mix can give you that more delicious, world-famous Baker's Chocolate Flavor — be sure you get Baker's 4 in 1 Instant Cocoa Mix today!



Makes hot or cold chocolate-flavored drinks instantly! Better get the 1-lb. economy size!

Everything CHOCOLATE tastes best when it's BAKER'S!

Snow Shovel CONTINUED



SHOVEL'S PARTS are remote-control lawn mower (left, minus blades used for grass) and snow attachment (right) which has rotary snowplow that throws snow out bent chute at top. Cone on handles is antenna that receives signals.



SHOVEL'S TROUBLES begin when, guided by 14-year-old Judy Neumann (left), it tackles a big drift. Reo's experimental model has trouble with snow deeper than three inches, also tends to spin its wheel when it hits icy spots.



The Plymouth Belvedere, shown at the Challenger Inn, Sun Valley, Idaho

It seems the sun always shines on those who drive Plymouths. For when a car looks right, rides right and serves you faithfully through the miles, you can't help but take great pleasure from owning it. Because there's more quality built into a Plymouth, you are sure to get more lasting value out of it.

PLYMOUTH



GUARDS' COMMANDER, Major General Julian Gascoigne, led Guardsmen in Africa, Italy in last war.



SOLDIERS OF THE QUEEN

The Guards, Elizabeth's escorts for coronation,
are war heroes and parade ground perfectionists

PHOTOGRAPHED FOR LIFE BY CORNELL CAPA



On a biting cold January day in 1809, Sir John Moore watched his army straggle into the Spanish coastal town of Coruña. Chased over mountains in zero weather by Napoleon's veterans, it was a rabble rather than an army. Then Moore saw two battalions of red-coated infantry marching at attention, drums beating, ranks perfectly dressed, their discipline unshaken by disaster. "Those," said the general, quite correctly, "must be the Guards."

This year, when a queen is to be crowned in London, the elite regiments of her Brigade of Guards (Grenadier, Coldstream, Scots, Irish and Welsh Guards) and the Household Cavalry will provide military pageantry with a perfection born of that stern discipline. Whether at Trooping the Color (*above*) or escorting the queen to Westminster Abbey, each man will, as an old chronicler described

the first Queen Elizabeth's soldiers, "march with good grace, holding his head gallantly, his face full of gravity and state."

English monarchs have usually had a body of retainers to protect them in their castle or in battle, but the first regiments given that duty permanently were formed in 1660 by Charles II—whose father had been beheaded. In 300 years the careful recruiting and meticulous training shown on following pages have made the Guards perfectionists in their now ceremonial role of guarding the sovereign and have earned for their colors the names of great battles: Gibraltar, Blenheim, Hindenburg Line. And, of course, the climactic battle of British army history, Waterloo, where, as Wellington faced Napoleon's armies, 2,000 Guardsmen held all day against a French corps of 13,000 men.

IN FULL DRESS the Scots Guards, led by regimental color, march past at salute.

CONTINUED ON NEXT PAGE



WELL-DRESSED OFFICERS must be impeccably turned out for all occasions. Officer at left with furled umbrella, bowler, plain tie, is dressed in style of clothes he would normally wear in London. For state occasions "The Guard of

Honor Order" with black bearskin and red coat is worn. The brown "service dress" is usually worn out of London or while on duty overseas. Informal country clothes (*right*) reflect individual tastes, which are invariably conservative.

TESTS AND TUNICS

A man does not become a Guardsman simply by deciding that he would like to wear a scarlet tunic. He must first pass a stiff physical examination, comparable to that of the U.S. Marines, and he must be a certain height: five-feet-eight for most regiments, five-feet-nine for the Coldstream and, for the Queen's Company of the Grenadiers, a towering six-feet-two. Besides the physical requirements there are tests for intelligence, alertness and mechanical aptitude, and finally an individual interview where an officer fires questions to determine the applicant's steadiness, eagerness and poise. Preference is usually given to men who have had fathers or brothers in the Guards and can therefore be expected to have a feeling for the Guards' iron traditions. If a recruit is lucky enough to pass this nine-day screening, he is assigned a regiment and shipped off to the Guards Training Depot at Caterham, a bleak and ugly collection of barracks outside London where the long process begins of converting an ordinary Englishman into the Guards' ideal (*opposite*): "graceful and manly in appearance, mild in demeanor, a gentleman in quarters, and a lion in the field."



MEN IN ILL-FITTING COATS LINE UP TO ENLIST IN WELL-DRESSED GUARDS



UNDRESSED RECRUITS begin their physical training at Caterham gym. Officer candidates and enlisted men are trained side by side at Caterham, and the only way to tell them apart is by height, for officers are not required to be as tall

as enlisted men. In spite of the high entrance standards about 10% of recruits fail to pass the arduous 16 weeks of training at Caterham. Only after he completes his basic training is a recruit entitled to the official name of Guardsman.



NEW RECRUITS LIFT THEIR KNEES HIGH IN AN EXAGGERATED SLOW STEP

ROOKS AND PIGS

During the training period a recruit, or "rook," is a hard-driven slave, and the sergeants, like R.P.J. Collins of the Coldstream Guards (*see cover*), are his hard-driving masters. The sergeants, sometimes unkindly known as "drill pigs," have the job of teaching the rooks to stand straight, march smartly and polish endlessly every piece of their equipment. For 16 weeks for 16 hours a day the recruit's life is a steady grind of drill, spit-and-polish and then drill again. When a sergeant is pointing out failings, which is a frequent occurrence, the recruit stands stiffly at attention. In the Grenadiers he can answer nothing but the single word "sir," and the other regiments say that if a Grenadier forgets himself and answers, "Yes, sir," he is certain to be punished for chattering. Besides drill and polish, recruits get intensive courses in regimental history and the traditions of the service. "Training," goes a saying of the Guards, "makes the soldier, but only spirit can produce a Guardsman."

After Caterham there is an additional 11 weeks of rugged field training—skirmishing, bivouacs, forced marches, obstacle courses, weapons. Even after this training period is over and the long-suffering rook has become a proper Guardsman, there are constant rehearsals for the Guards' public duties. And there are advanced courses in drill for both officers and men (*opposite, below*), with the metronome ticking off the quick-time pace of 116 steps to the minute, to keep the marching utterly precise, and the drill sergeant twirling his caliperlike "pace stick" as he marches beside his men, to insure that the length of every stride is correct to the very inch.

TELLING OFF A ROOK, a Grenadier sergeant burns the air as hapless recruit stands at attention.

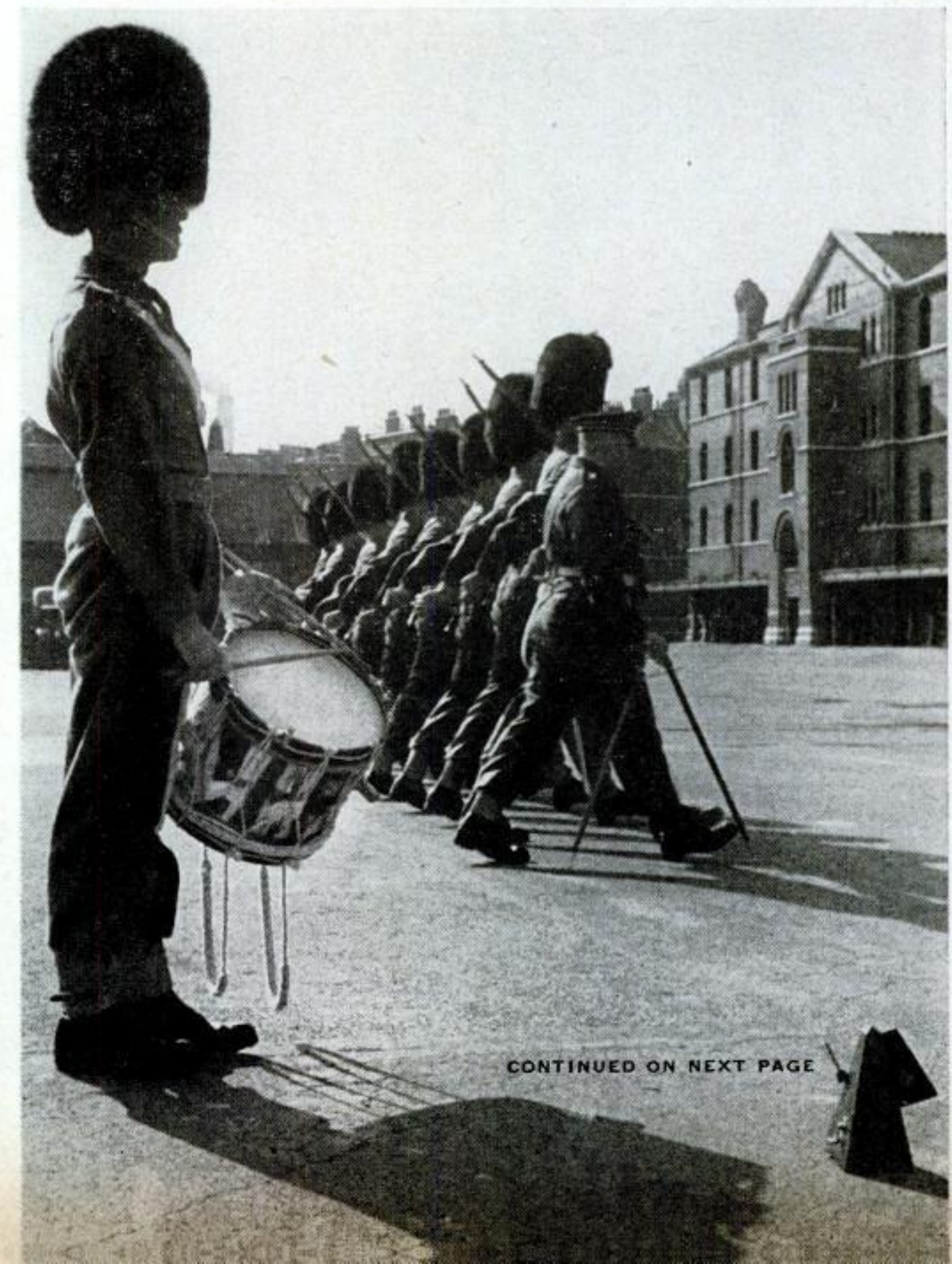




RECRUITS SOUND OFF in unison at sergeant's command. These are Grenadiers, but men from all the Guards regiments are trained together at Caterham.



DRUMMER'S DRILL is taught by a drum major (*foreground above*) showing "ready" position. Below: drummer beats in time with metronome (*foreground*).



CONTINUED ON NEXT PAGE



LAST-MINUTE POLISH before guard duty at Buckingham Palace is given to the uniform of Rae White, Scots Guards. Metal chin strap is touched up (*above*) and collar piping is made even whiter by a final dab of chalk (*below*).

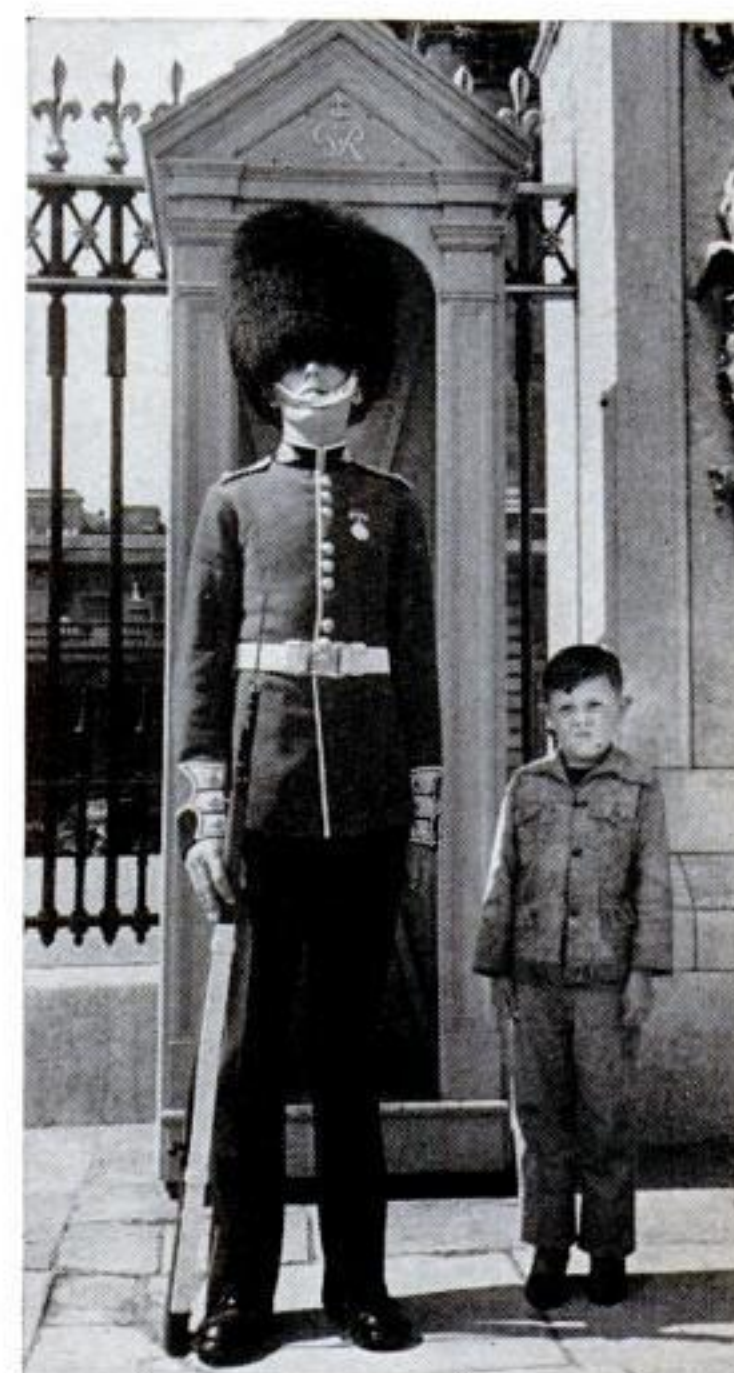


ADJUTANT'S INSPECTION takes place before duty begins and is the final word on whether or not a man is satisfactorily "turned out" for a Buck Guard.

LIFE OF A GUARD

The Guards' best-known duty has been immortalized not by Tennyson or Kipling but by A. A. Milne, who wrote, "They're changing guard at Buckingham Palace—Christopher Robin went down with Alice. Alice is marrying one of the guard. 'A soldier's life is terrible hard,' says Alice." Duty at the queen's home, Buckingham Palace, is indeed "terrible hard." Before standing a "Buck Guard" an enlisted man spends about six hours getting ready: polishing the metal on his uniform, brushing to a high gloss his 20-inch hat made of real bearskin and passing a stiff inspection.

Buck Guard is a 48-hour duty—two hours on, four hours off—that constitutes the sternest test of a Guardsman's discipline and training. If



PLAGUE OF TOURISTS does not shake White's composure as he stands in front of palace. Not only do tourists pose beside him for pictures, but small boys



GUARD'S ORDERS are read to White in front of the palace by the corporal of the guard. Spectators eye every moment of the ceremony, watching for flaws.

IS TERRIBLE HARD

he so much as brushes away a fly, he is apt to be reported for misconduct. Not only must he be alert to salute uniformed officers with a present arms, but he is expected to recognize officers in civilian clothes and salute them with a complimentary two taps on the ground with his rifle butt. In good weather he is constantly beset by tourists and small boys who like to have their pictures taken beside a Guardsman (*below*). In rainy weather he must stand uncomfortably at attention in his cramped sentry box, for raindrops would ruin his uniform. If he encounters any real trouble while on duty, all he can do is press a button to call a policeman, for he stands guard over the life of his queen without any bullets in his rifle.



pretend to untie his boots and women wave their hands in his face to see if he will react. (He won't). Only when it rains (*right*) is the harassed Guard left alone.



MARCHING UP AND DOWN, White ignores both cameras and catcalls. The policeman (*background*) is ready to help out if the crowd gets too obstreperous.



IN LONDON Fletcher and fellow officer, Count Charles de Salis, are the picture of off-duty elegance

as they stroll past St. James's Palace (*background*), where the officers stay during 48-hour guard duty.

OFFICER AND SQUIRE

For a young man of good family the Brigade of Guards is sometimes a sort of glamorous finishing school where, as an officer, he can spend a few man-about-town years in London before retiring to the lofty life of a country squire. Guards officers do lead glamorous lives in their private clubs and their Chelsea flats, but fortunately for the Brigade, most of the officers are anything but dandies.

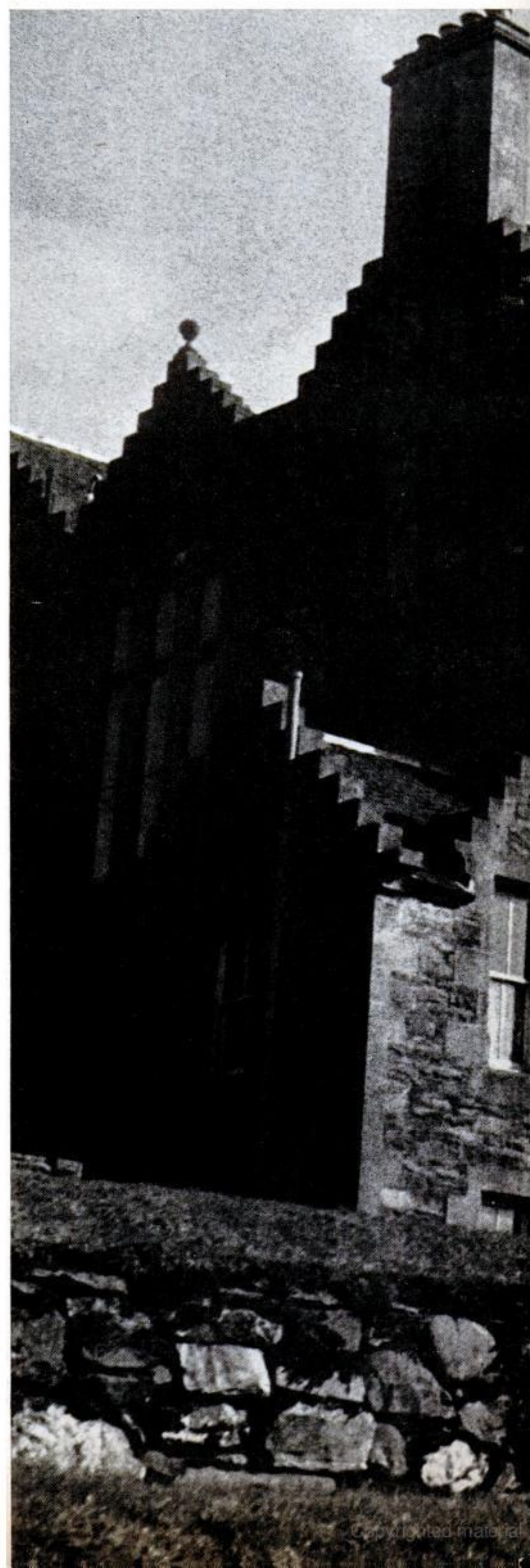
For Archibald Ian Douglas Fletcher, service in the Brigade of Guards is a lifetime career. In 11 years as a Scots Guards officer he has had his share of London duty, but he has also fought in Normandy and Germany, served in Palestine and Tripoli and hunted Communist bandits in the jungles of Malaya. At 29, he is a major and has been selected to attend special courses in advanced infantry tactics.

When he is stationed in London, Archie Fletcher leads a pleasant life with his fellow officers, but it is a life hedged about with restrictions. By unwritten tradition his civilian clothes ("mufti" to the rest of the army, but "plain clothes" to the Guards) consist of dark suits, black shoes, a bowler and an impeccably furled umbrella. If he smokes, he must carry his cigarets in a case. He may carry a parcel but not a baby. He should say "telephone" and "in London," never "phone" or "in town." He is so busy with military duties that only once every few months does he manage to visit the Fletcher estate of Glendaruel (*right*) in western Scotland. There he hunts and fishes and wanders about the 5,000 acres of moor and glen—the things he would like to do, many years from now, when he retires from the Guards.

FAMILY HOME since 1726 has huge lawn which → Fletcher, in the kilt, mows when he is here on leave.



AT REHEARSAL for annual Trooping the Color (*pp. 86, 87*), Fletcher bawls orders at his company.

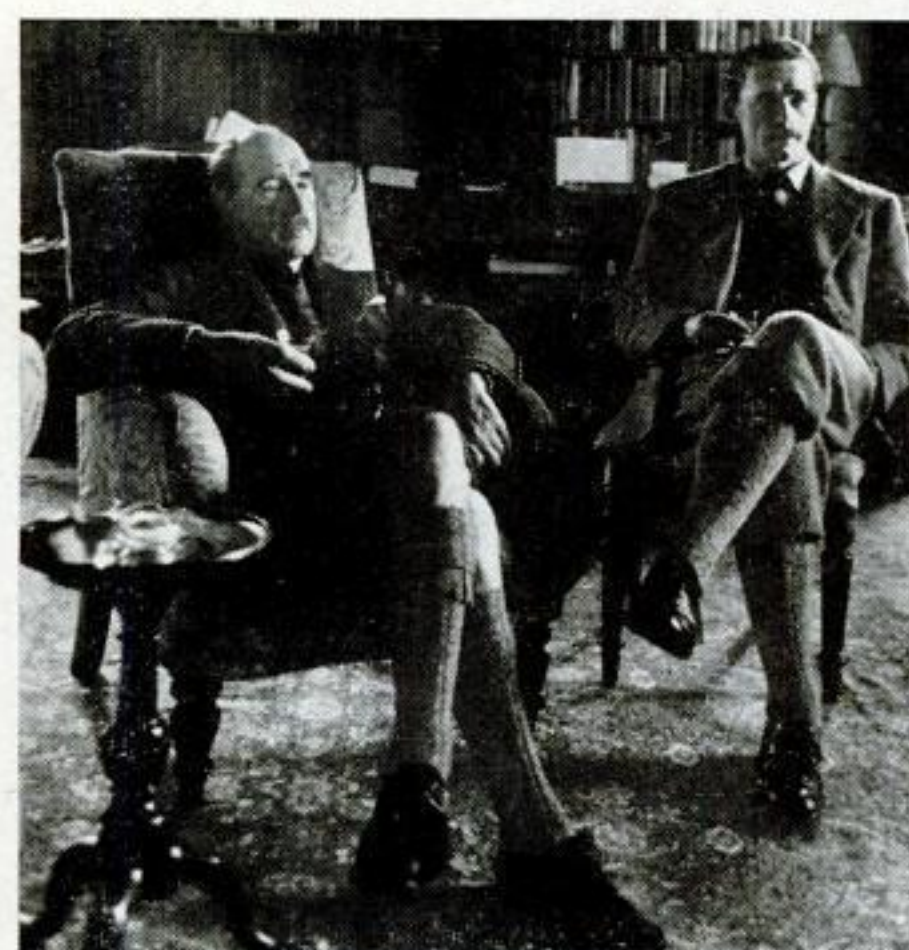




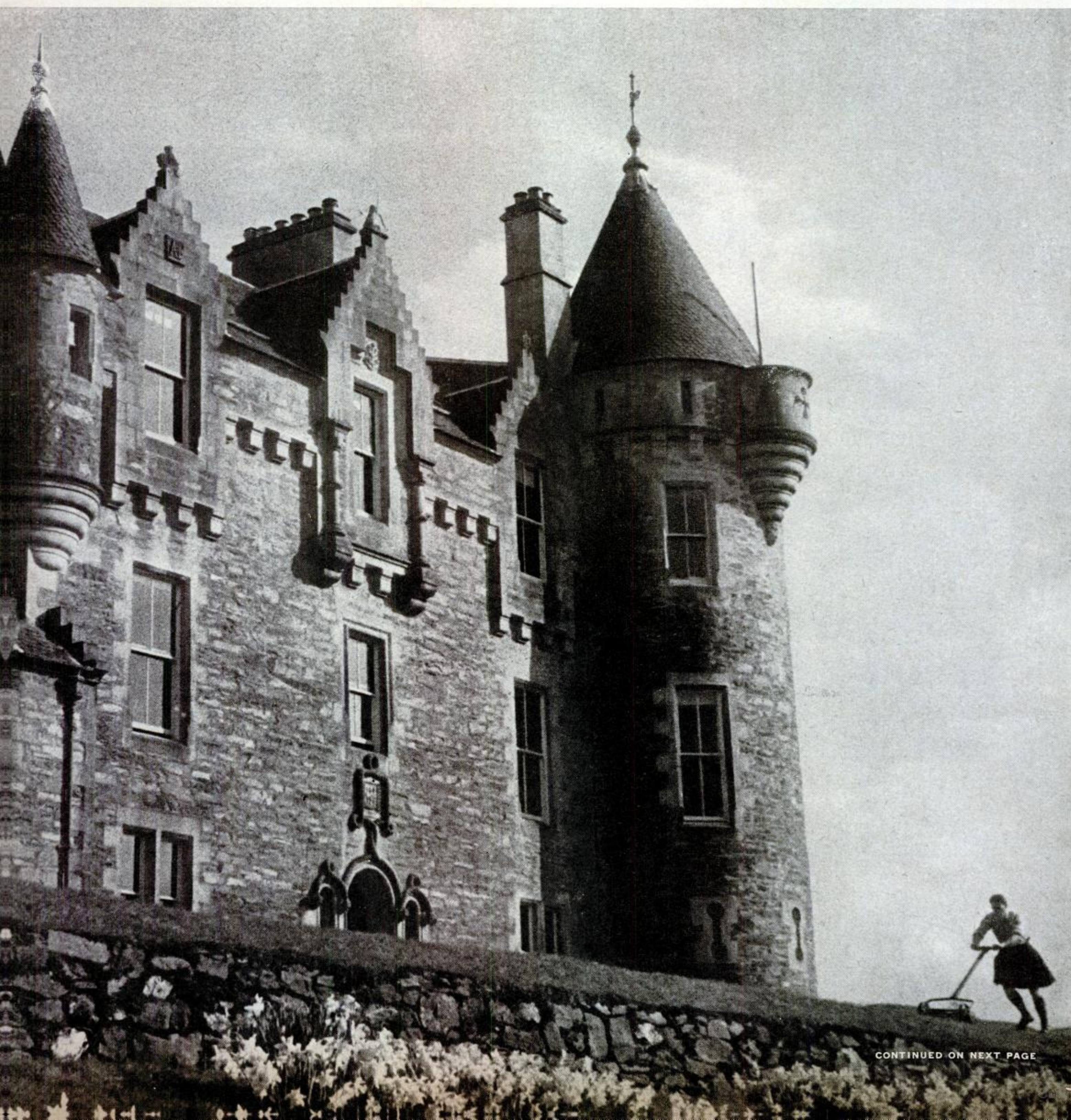
OUT HUNTING during a visit home, Fletcher learns from father about the depredations of a fox.



IN MALAYA Fletcher (*left*), then a captain, served in jungles as a company commander for two years.



AT HOME in drawing room of Glendaruel, Fletcher and his father sip evening drams of malt whisky.



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AT OPERA masked and costumed Guards read in dressing room before going on stage in *Turandot*.

GUARDS CONTINUED

SCIENCE AND CEREMONY

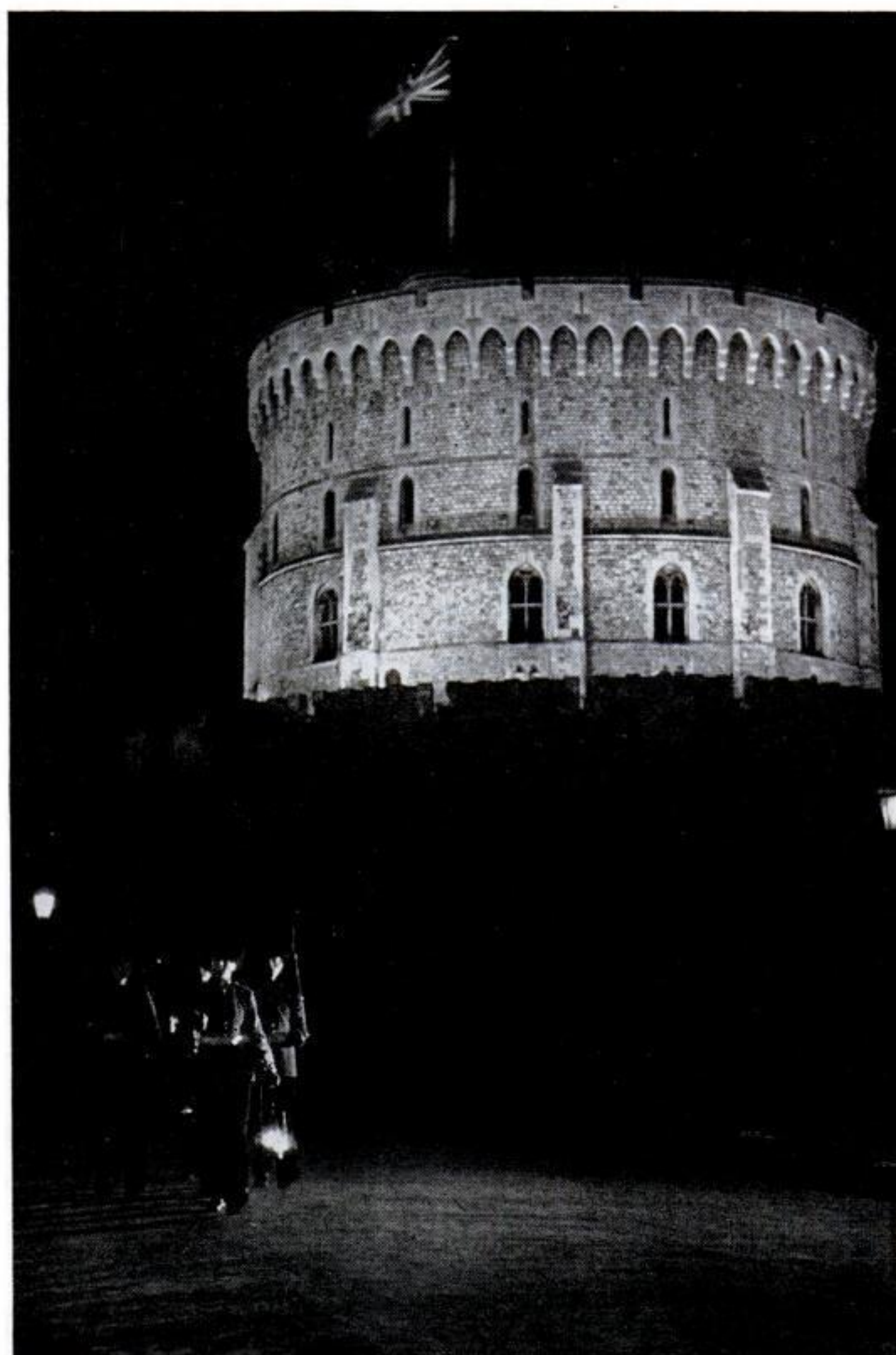
When the new Benjamin Britten opera *Billy Budd* was performed recently at London's Covent Garden, the audience was delighted with the slow-marching of the Marine firing party. "Just like the Guards," said opera-goers admiringly. As a matter of fact, the opera's "Marines" were Guards recruited for stage duty. Ever since Queen Victoria remarked at the opera that her Guards could do much better than the ragged soldiers' chorus she was watching, Guardsmen have been used at Covent Garden whenever military precision was required.

Filling in at operas is only one of the many "public duties" which the Guards have to discharge in and around London. Besides standing guard at Buckingham Palace, they also keep watch at St. James's Palace, Clarence House (the queen mother's home) and Marlborough House (Queen Mary's home). A detachment is always on guard at historic Windsor Castle (below, right) and every night Guards and a "chief warder" go through the elaborate ceremony of locking up the Tower of London with the Queen's Keys. The Bank of England (below, left) is always under heavy night guard

and, by a decree hundreds of years old, a special bank waiter serves the officer in charge of the guard a complete evening meal, including a bottle of wine.

In addition to these regularly scheduled duties there are special assignments. For coronations, royal weddings and birthdays there are full-dress parades with the regiments' colors and military bands (opposite). Because of all these ceremonial functions an English editor, inexcusably forgetting their splendid battle record, recently referred to the Guards as "jerking automata." Instantly the *London Times* sprang to the defense, pointing out that the Guards are more than sentries and escorts. In a study of seasickness remedies, the *Times* reported, 64 Guardsmen underwent some very unpleasant tests in rough seas off the Isle of Wight. "In the role of martyrs to science," said the *Times*, "the jerking automata, one rather feels, have done their bit."

Like the *Times*, most Englishmen also feel that as protectors of royalty, as first-line defenders of the Empire and as preservers of tradition, the Guards have always done their bit.



AT WINDSOR CASTLE (above) 20 miles west of London, Guards make their rounds. Windsor and Buckingham are favorite tourist spots for watching Guards.

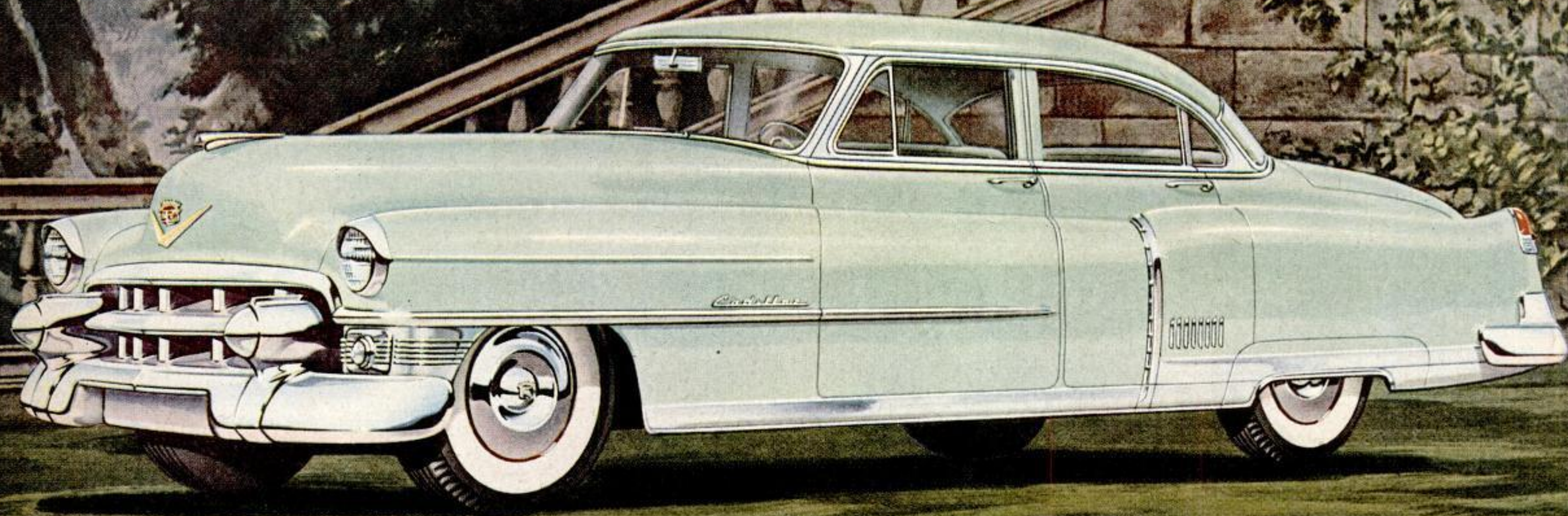
AT BANK OF ENGLAND (left) Guards stand night watch. Since they have no bullets and are supposed to stare straight ahead, their efficacy is questionable.



DRUMMER OF ROYAL HORSE GUARDS plays silver drums given regiment by George III in 1805. He will lead mounted band at coronation. GR (for

Georgius Rex) on drummer's coat, which is 150 years old, will be changed to ER. Pompey, the skewbald horse carrying drums, keeps time to music naturally.

Cadillac



Jewels by Van Cleef & Arpels

The year 1953 marks the beginning of Cadillac's *second* half-century of progress in the automotive world. And there's no denying that it's a wonderful, wonderful start! . . . You'll know what we mean the instant you enter our showroom . . . for the new 1953 Cadillacs, now on display, represent one of the greatest strides forward in Cadillac history. . . . Numerous changes in styl-

ing have made them unbelievably beautiful . . . and gorgeous new interiors, together with a wonderful new Cadillac Air Conditioner, offer unprecedented luxury and comfort. . . . And when it comes to performance—well, here, indeed, is a brilliant advance in design and engineering. The great Cadillac V-8 engine now produces 210 h.p. and has been made even more quiet and eco-

nomical. The improved Hydra-Matic Drive is smoother and more responsive than ever before. And advanced Power Steering provides an ease of handling that is almost beyond belief. . . . Why not visit us soon—and see and drive this new Standard of the World? We know you'll agree that, in every way, it's the perfect start for *another* great era of Cadillac leadership!

YOUR CADILLAC DEALER



THIS MAN IS CHRISTIAN PRAVDA, AN AUSTRIAN OLYMPIC SKIING CHAMPION, AND HE IS UPSIDE DOWN ON PURPOSE

NEW TWIST ON SKIS

Olympic veterans find somersaults break monotony of ordinary ski jumps

Most people consider that attaching long lacquered skids to their feet and jumping out into space from the top of a hill is a hazardous enough pastime in itself. Not so three Olympic ski champions who are now serving as instructors at Sun Valley, Idaho. One of them, Stein Eriksen of Norway, proposed a variation—a somersault on skis. His colleagues, American

Jack Reddish and Austrian Christian Pravda, agreed that it was a wonderful idea. Near the top of nearby Baldy Mountain they built a ramp of snow about 30 inches high. They started their runs 50 yards above, hit the ramp on a curve, jumped 10 to 12 feet in the air and turned topsy-turvy, either forward or backward. These pictures show how easy it was.

CONTINUED ON PAGE 101



THERE may be snow or frost on the ground . . .

YOUR lawn may look dead to the world . . .

BUT deep down roots are stirring, waiting for nourishment.

APPLIED now, Vigoro* will be soaked deep into the ground by thaws and rain . . .

. . . and start nourishing grass roots immediately.

VIGORO helps grass get off to a more vigorous start . . . and develop deep foraging roots . . .

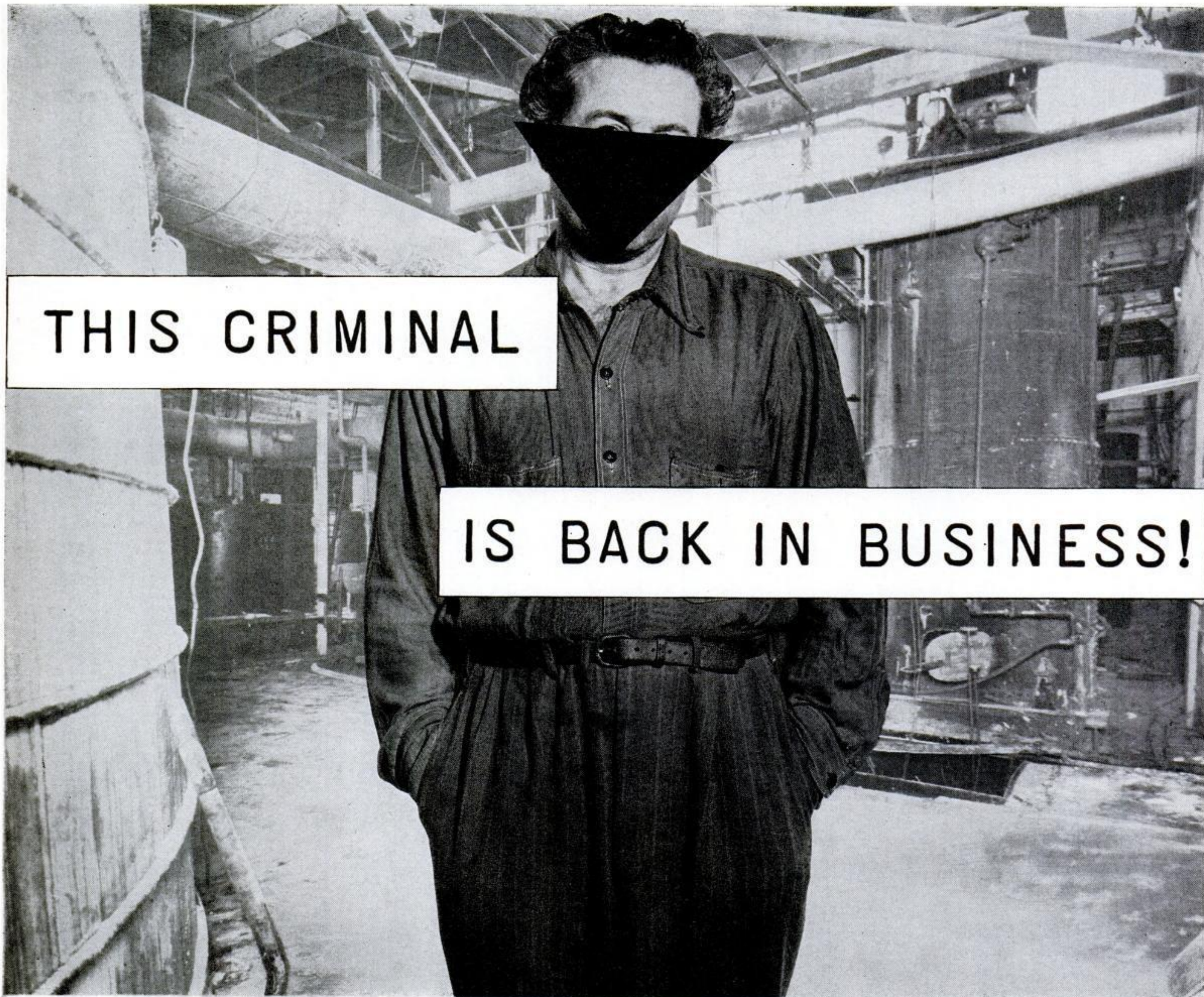
. . . which means your lawn will "green up" faster—and stay thick and lovely

So, APPLY Vigoro now at the rate of 3 lbs. per 100 sq. ft. If there's snow on the ground, spread Vigoro right over it.



*There is only one Vigoro . . . the trade-mark for Swift & Company's complete, balanced plant food.





THIS CRIMINAL

IS BACK IN BUSINESS!

Excessive liquor taxes have made bootlegging a hugely profitable "big city" racket

This man is a bootlegger. There are thousands of him around these days, and there'll be thousands more unless the Federal Excise Tax on distilled spirits is reduced, because of two hard, simple facts:

The first fact is that his kind of crime *does* pay, and the penalty upon conviction isn't stiff enough. Bootlegging pays such tremendous profits that big-city criminals, backed by gangster bankrolls that can finance huge stills, warehouses, trucks and salesmen have moved in. It can't *help* but pay...with a "tax advantage" of \$28.49 a case*. *That's over half the average retail price of a case of legally distilled whiskey!*

*12 "fifths" of 86.8 proof whiskey

The second fact is that this highly profitable crime breeds other crimes. Prohibition proved that graft, corruption, bribery, gang wars, disregard for law and order, all inevitably follow in bootlegging's wake.

No sensible American wants to return to the tragic farce of 1920-1933. No sensible American wants to pay a tax rate so high it keeps crooks prosperous.

The legal distilling industry advocates bigger penalties, more law enforcement agents, and a fair and realistic tax rate of \$6.00 a gallon as the most effective means of making bootlegging less attractive to

the criminals engaged in it.

The present \$10.50 per gallon Federal Excise Tax on distilled spirits, the seventh increase since Repeal, became effective November 1, 1951. For what happened during its first full year, read the "Tax Arithmetic" column at the right.

Then ask yourself—"Who *really* won?"
You're looking at his picture, up above.



PUBLISHED IN THE PUBLIC INTEREST BY **LICENSED BEVERAGE INDUSTRIES, INC., 155 E. 44TH ST., NEW YORK 17, N. Y., IN BEHALF OF THE PRODUCERS AND MERCHANTS OF ALCOHOLIC BEVERAGES**



TAX ARITHMETIC

When you pay around \$4.27* for a "fifth" of your favorite whiskey, you actually pay about \$1.89 for the whiskey itself, about \$2.38 more in Federal, State and local taxes.

That's like paying a "sales tax" of 125% on the merchandise! *Taxes take over half of your liquor dollar!*

Today, after a full year of this highest of all U. S. tax burdens, here's the record . . .

... You paid \$237 million more in liquor taxes when the Federal rate was increased from \$9.00 to \$10.50 a gallon.

... Your Federal Government did not gain the \$188 million that advisors to Congress predicted, because consumption of legal liquor went way down. It gained only \$30 million in liquor excise revenue . . . an increase of less than 2%.

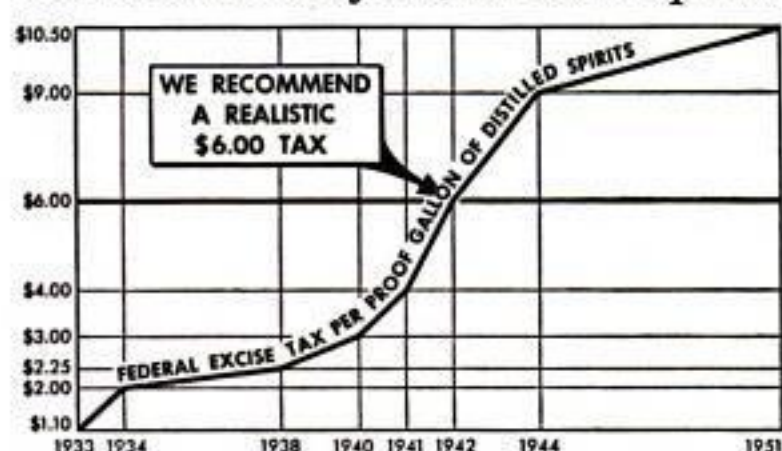
... Your Federal Government lost about \$40 million in corporate income taxes as profits declined with drastically falling liquor sales.

... Your Federal Government lost additional millions in personal income taxes as distillers, wholesalers, retailers and suppliers cut their payrolls and dividends.

... Your State Governments lost approximately \$35 million in liquor tax revenue . . . money badly needed for welfare and other vital state programs.

Bootleggers had additional reason to flout the law. In 1951 alone, authorities with lamentably inadequate staffs were able to seize 20,402 illegal stills. No one knows how many thousands more escaped seizure.

A Tax Increase of 854% Since Repeal!



The \$10.50 Federal tax, effective November 1, 1951, plus an average of \$2.80 a gallon more in other taxes, makes whiskey the *highest-taxed of all merchandise*.

Distilled Spirits vs. All Other Excise-Taxed Products—1939-1951

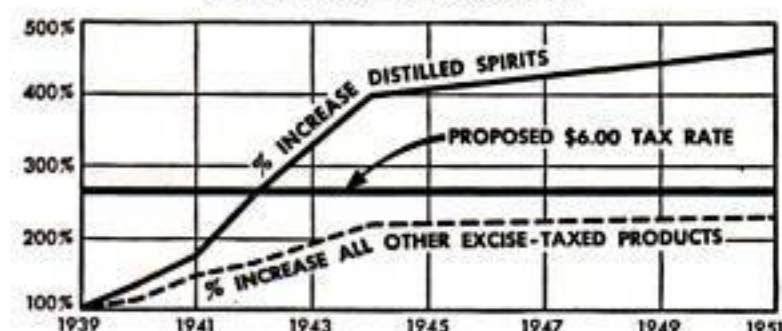


Chart above shows what's happened to distilled spirits vs. all other excise-taxed products and services since 1939. The \$6.00 rate proposed by the distilling industry is still *higher* than the average increase imposed on other excise-taxed products.

*The average national retail price

LICENSED BEVERAGE INDUSTRIES, INC.

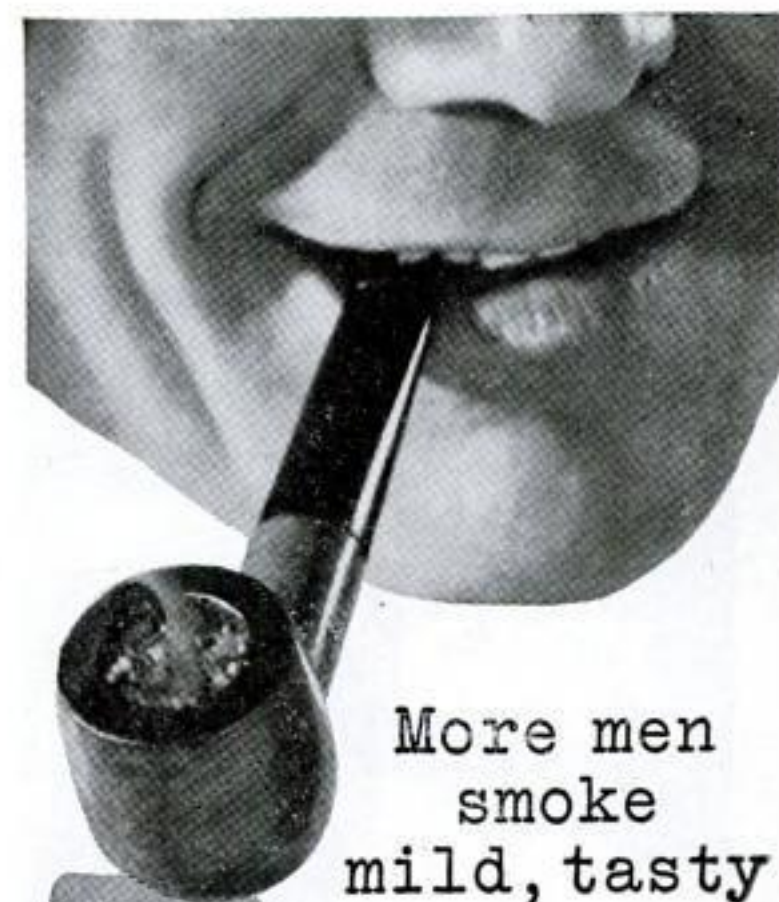
Ski Somersaults CONTINUED

THIS IS THE WAY TO DO IT . . .



SUCCESSFUL SOMERSAULT is performed by Jack Reddish, member of the 1952 American Olympic team. Every jump meant one pair of broken skis.

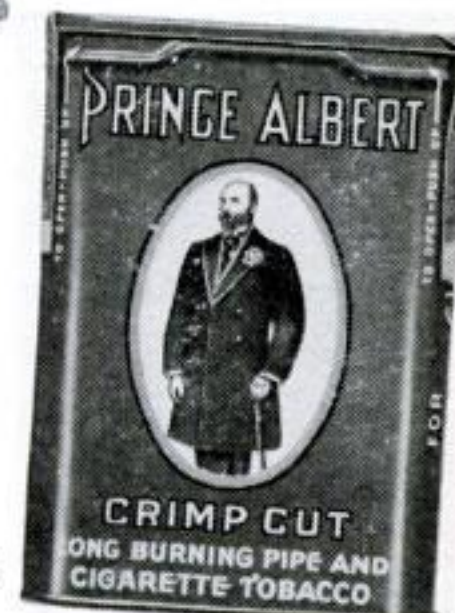
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More men
smoke
mild, tasty

Prince Albert

than
any
other
smoking
tobacco



R. J. Reynolds Tob. Co.,
Winston-Salem, N. C.

BAD BREATH?



MINTS

Take no chances! Eat a delicious F & F Chlorophyll candy Mint after every meal. Relieves bad odors originating in the mouth.

10¢

for a big roll at your candy counter

COUGH MISERY?



at your
candy counter 10¢

F & F Cough Lozenges give quick relief from coughs due to colds. Really medicated. Soothes throat. Reduces irritation.

Try the delicious New **CHERRY** flavor

RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS

FAST

The way
thousands of
physicians
and dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

WELCOME TREAT ON
A WINTRY DAY—SUGAR-
SWEET **SUN-MAID**
RAISINS!



See What Wonders
They Do For
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SUN-MAID THRIFT-I-PAK—
Six Handy Pocket Packs At Today's New Low Price!

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Bright Star Photo-
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for highest quality for
over 40 years. Get
Bright Star at leading
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BRIGHT STAR BATTERIES
FLASHLIGHT & PHOTOFLASH
CLIFTON, NEW JERSEY

... AND THIS IS HOW NOT TO



UNSUCCESSFUL SOMERSAULT was performed by Norman MacLeod, who is a member of the Sun Valley Ski Patrol. He suffered no bad aftereffects.

Are you

ever up against it for new,
interesting things to feed
the family? Well, suppose
you just start

letting

Betty Crocker lend a hand.
She's chosen a dozen of her
best recipes and had them
printed on the

Bisquick

box for you. And all the de-
lightful dozen things Bis-
quick helps you make are
pictured there across the
page to

help you

decide which one to bake
today. Maybe there are one
or two you haven't tried.
Are you letting Bisquick
help you

all it can?

It's a racy headstart on so
many good things . . . no
wonder for feeding a family
you can't beat Bisquick.

General Mills, Inc.



BETTY CROCKER'S NEWEST BISQUICK IDEA - CHOCOLATE CHIP COOKIES FASTER THAN EVER!

Make 'em the easy Bisquick way with Betty Crocker's brand new quick recipe on your Bisquick package. You don't cream the shortening . . . you don't sift a thing. They're into the oven in minutes! And these are real party cookies . . . rich and crisp and sort of chewy. Make plenty for the family . . . they're habit-forming.

Cookies are just one of the dozen good things Bisquick helps you do easier. And how can you tell which your family likes best until you've tried 'em all? (They're all down there at the bottom of the page. Take your happy choice. Betty Crocker's easy directions for all of 'em right on your box of Bisquick.)



DUMPLINGS



MUFFINS



PANCAKES



WAFFLES



COBBLER



COFFEE CAKE



MEAT PIE



BISCUITS



VELVET-CRUMB CAKE



NUT BREAD



SHORTCAKE



COOKIES

For feeding a family you can't beat **Bisquick**

MENGEL

Sun 'n Sand

A functional oak group that puts every inch of wall-space to work
...won't even let a corner sit idle!



all
LOOK AT THAT BEAUTIFUL ROOM!



Rooms actually grow roomier as, one piece after another, you put this furniture in place. Drawer after drawer... and still floor space galore! There's a choice of over twenty individual bedroom pieces... and numberless ways to arrange them. Mengel Sun 'n Sand is crafted of sturdy oak in a sunny finish... at sunny prices... to bring a lifetime of cheer to your home.

For your Dining Room, too, choose efficient Sun 'n Sand... and eat in delectable surroundings!

Mengel Furniture groupings are priced from \$179 to \$499 f.o.b. Louisville

MENGEL

THE MENGEL COMPANY • FURNITURE DIVISION • LOUISVILLE 1, KENTUCKY



AT EL RANCHO VEGAS JOANNE GILBERT GOES INTO "I GOT RHYTHM" ACT WHICH EARNED HER \$800 A WEEK IN HOLLYWOOD, NOW GETS HER \$2,000 A WEEK IN LAS VEGAS

Gamblers' Gala

LAS VEGAS PAYS TOP MONEY TO TOP STARS, THEN TAKES IT AWAY

On the neon-lighted strip of Nevada wasteland known as Las Vegas, anyone with the price of a cup of coffee can see the costliest nightclub shows in the U.S. Nightclub owners pay established performers like Lena Horne and Bert Lahr up to \$13,000 a week, snatch up bright new stars like young Joanne Gilbert (*above*)

and surround them with gaudy girlie acts. Like free-lunch counters in old-fashioned saloons, this is a smart business lure. The men who run the nightclubs also run gambling casinos. Good entertainment brings gambling patrons in, gives them time to rest between sessions at the 24-hour dice tables and roulette wheels.

Las Vegas' newest hotel, the Sands, recently spent \$21,000 on one week's show while netting \$500,000 from gambling. To performers the work is a mixed blessing. Usually they fritter their huge wages away in the gaming rooms and, like lower-salaried mortals, leave Las Vegas far poorer than when they came in.



FRENCH STAR IN FLIGHT, Denise Darcel, is pursued by Al Ritz in an emergency show put on at the Sands Hotel. When headliner Danny Thomas suddenly lost his voice, the hotel was able on a few hours' notice to pull together an astounding impromptu show including Jimmy Durante, Frankie Laine, Jane Powell and Orchestra Leader Ray Anthony.



GIRLS IN BIKINIS (above) are tossed by comedian at El Rancho Vegas in the kind of unclothed hijinks Las Vegas producers use to spice up their revues.

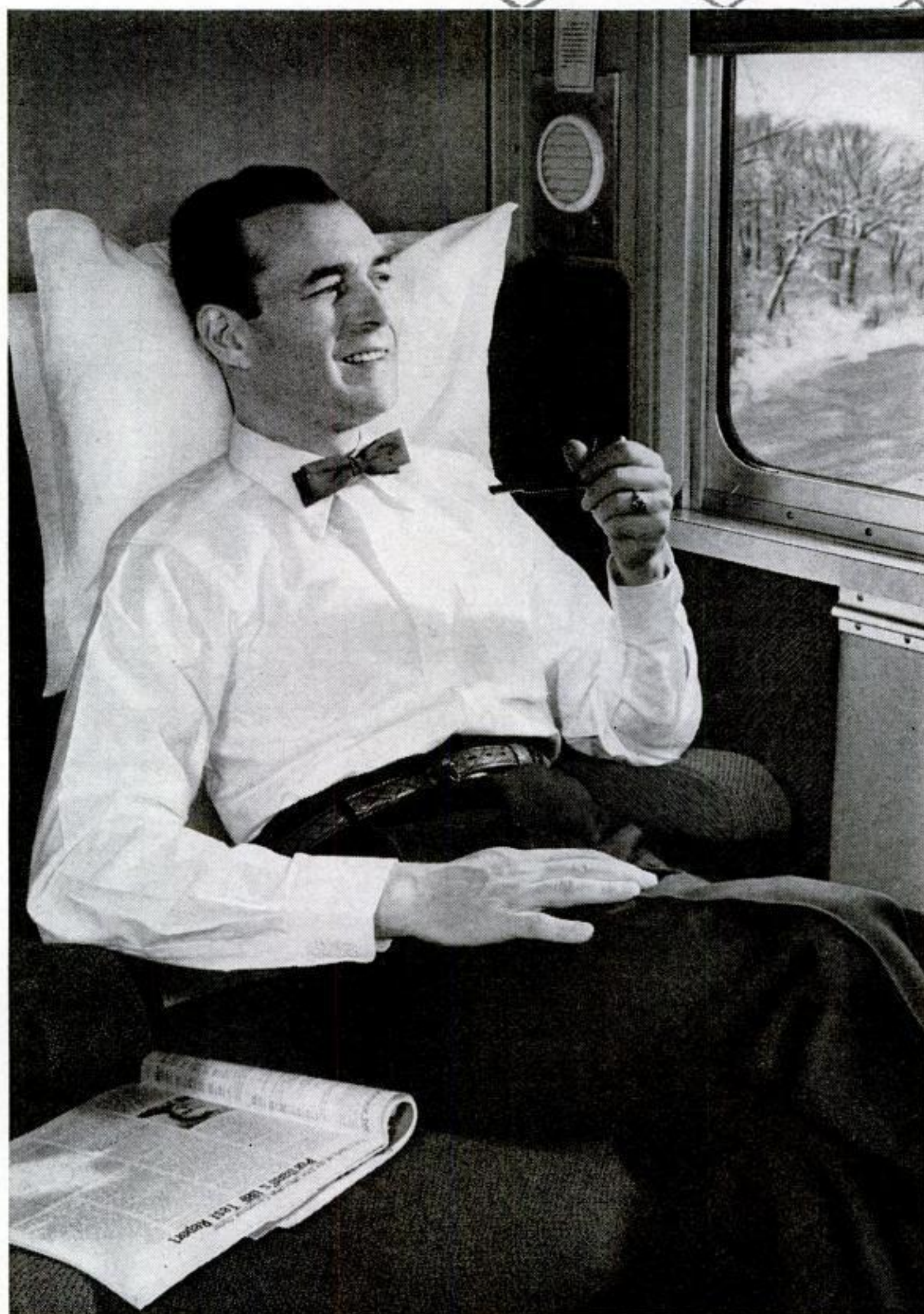
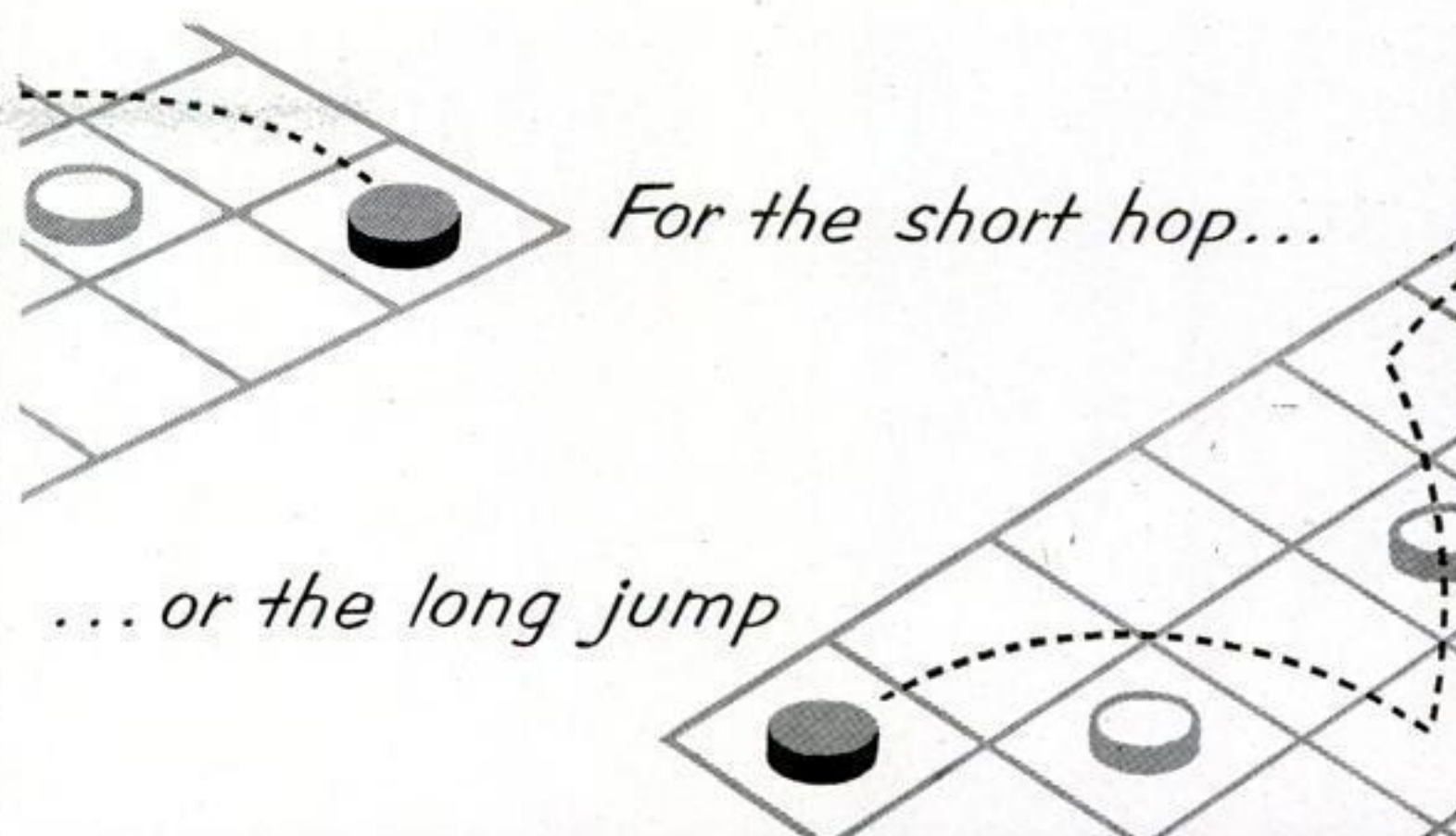




LEGGY HOOFERS (below) called the Sa-Harem Dancers do a precision number in new Sahara Hotel. Some girls make \$125 a week, more than in New York.



CONTINUED ON NEXT PAGE



When your next move is out of town, you can relax in tension-easing Pullman comfort, whether you're going a short or long distance.

Take it easy

GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

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kill



smoking odors!

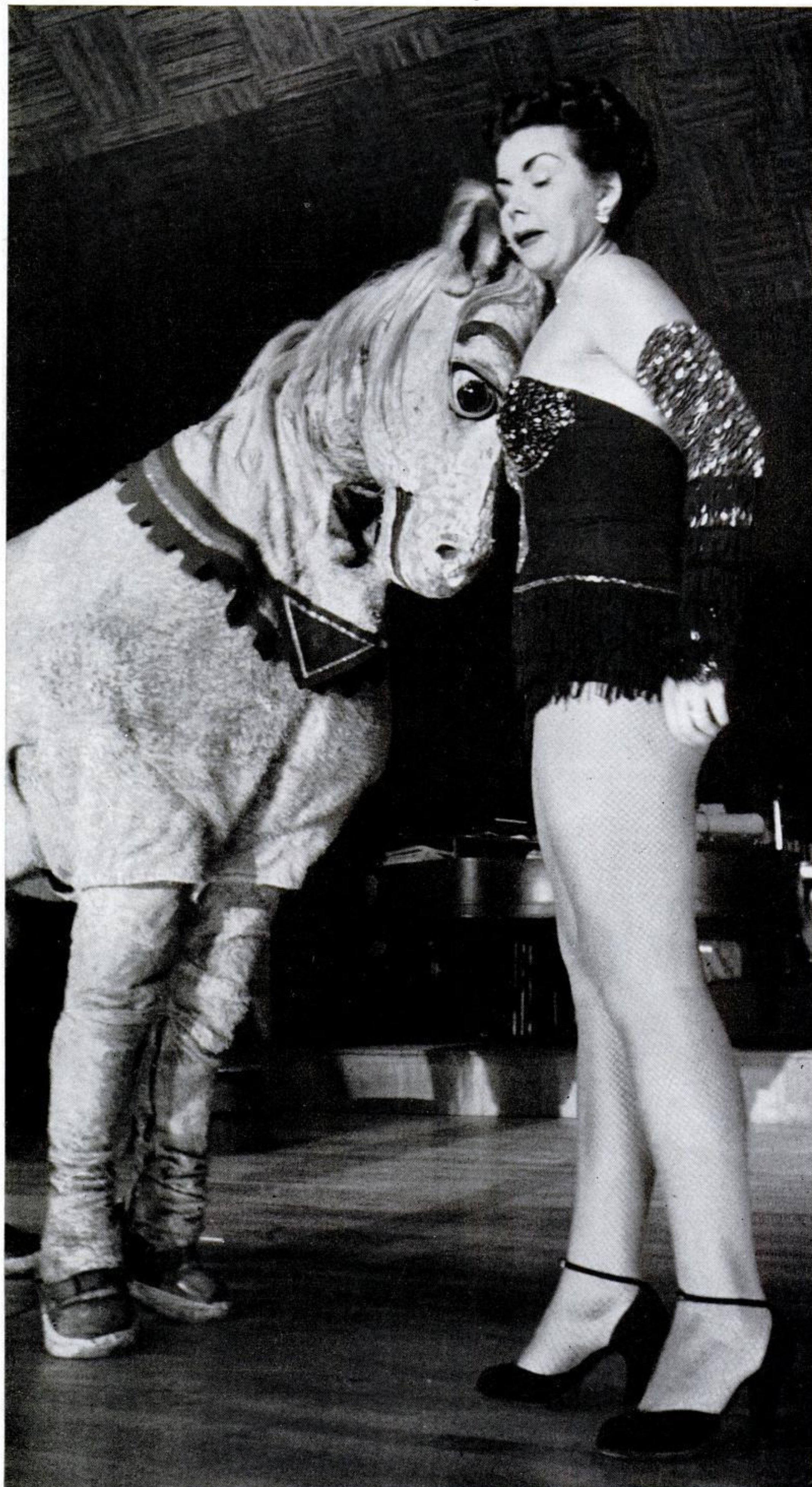


Stop
smoking
odors
before they run
rings around you!
No butts about it—
air-wick kills typical
indoor odors 3 times
as effectively
as other deodorizers
tested! Get **air-wick**
today.

air-wick *

The product that made
chlorophyll a household word.
Makes every room in
your home clean-smelling
and pleasant.

*air-wick is a trademark of SEEMAN BROTHERS, INC.
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HORSY HUMOR takes stage at Sahara as a pop-eyed steed
snuggles up to Dorothy Bruce with a leer that no one

can mistake. In this act Andy Mayo and his wife are the
horse, Mrs. Mayo in the forepart, her husband in the aft.

CONTINUED ON PAGE 111



Other times, other tastes...

What made Milwaukee change its mind ?

Today it's Blatz!



No doubt about it... modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee... far and away the favorite in the city where nearly three-quarters of the country's wonderful premium beers are brewed!

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing:

*"I'm from Milwaukee
and I ought to know,
it's Blatz, Blatz, Blatz,
wherever you go."*



Milwaukee's finest beer!

See Amos 'n' Andy on CBS-TV... consult newspaper for time and channel. ©1953, BLATZ BREWING CO., MILWAUKEE, WIS., A DIVISION OF SCHENLEY INDUSTRIES, INC.

Have some!

They taste so good...
so many ways!



Full 8 Oz.

Give tempting variety
to LENTEN MEALS!

PLANTERS taste so good...



Fish is at its
best, cooked in
PLANTERS
PEANUT OIL

In a New Sauce
For Fish* ...

They taste so good...



With Seasonal
Salads ...



MR. PEANUT

RICH IN NEEDED PROTEIN YOU GIVE UP DURING LENT

Lenten meals become easy, satisfying, delicious with PLANTERS PEANUTS to help you. Use them in soups, salads, sauces, rice souffles, omelets, mock meat loaves, pancakes, puddings. These big, selected Virginia peanuts are crisp, crunchy, oven-fresh, with a flavor that only PLANTERS can give them. And they're so nourishing, so rich in protein, so satisfying for that between-meals hungry feeling! Get several cans today—vacuum packed to insure freshness. And don't forget your boy in service.

*PERCH à la PLANTERS

Wipe thoroughly filets of perch, sole, or other white fish. Salt to taste. Heat cooking fat (PLANTERS PEANUT OIL is ideal) in a heavy frying pan over moderate heat. Pan-fry until nicely browned on one side. Turn fish carefully with broad spatula and cook until tender. Remove from heat and serve with PLANTERS PEANUT Sauce.

PLANTERS PEANUT Sauce: Cream 5 tablespoons butter. Beat in two tablespoons lemon juice drop by drop. Stir in ¼ cup chopped PLANTERS PEANUTS and 1¼ tablespoons chopped parsley. (Makes 4 servings.)



These PLANTERS products are also made in Toronto and sold everywhere in Canada.

PLANTERS is the word for ^{good} PEANUTS

EASY COME, EASY GO



OFFSTAGE PERFORMANCE by Bert Lahr, who stars at the Thunderbird at \$12,500 weekly, is given at the nearby Desert Inn casino. Lahr whiled away time—and much money—at dice tables. Within hour, as these photos were taken, he rolled hopefully, bet eagerly, won occasionally and lost \$2,000.





How the \$5 Day changed the

BACK in the days of the sixty-hour week, most workers walked home on tired legs. The average day's pay in industry generally was \$1.75.

Times were poor, late in 1913. Many industries were in depression. Then on New Year's morning, 1914, Henry Ford called his executives together in a room in the Highland Park plant. For years Ford had figured out sums and engine sketches on wood shingles that he picked up in the shop—but now there was a big improvement: a large blackboard hung on one wall.

He wrote on the board the Ford wage standards: minimum pay of \$2.34 for a nine-hour day. He tossed down the chalk and said: "Figure out how much more we can give our men."

The Ford executives worked all day, cautiously adding 25¢ an hour, and then another 25¢. Every so often Ford walked back in, said: "Not enough," and walked out. Finally they had doubled the basic pay—up to \$4.80 a day.

One man snapped: "Why don't you make it \$5 a day and bust the company right?"

"Fine," said Henry Ford. "We'll do that." The Master Mechanic of Detroit was not being foolishly generous. He had a solid philosophy which he wanted to dramatize. He believed that men did better work in shorter hours; he believed that if they had more money they could buy more things, and one of the things they were sure to buy was an automobile. History shows his intelligent selfishness paid off.

The news broke on the morning of January 6—and the working-man's world was changed forever. The new minimum wage, "even for the worker who sweeps the floor" would be \$5 a day; and for the first time in history the working-day was to be fixed at eight hours.

This was thunderbolt news—one of the great news stories of all time. That very day workmen all over the United States kissed their wives good-bye and promised to send for them. Cottonpickers headed north from

Alabama; Serbians rushed to apply for American passports, Germans headed for the boat-docks in Hamburg.

Most newspaper editors thought Henry Ford was crazy.

He had "upset the whole social structure"; he "would be broke in a year." Cartoonists showed factory sweepers in fur coats and cigars, descending majestically from chauffeur-driven limousines to pick up their brooms. Clergymen around the world blessed Henry Ford.

This bold stroke gave a great push to the emancipation of the American workingman from the old Nineteenth Century ideas. The \$5 Day was truly one of the great milestones on the American Road—the fifty-year-long pathway down which we have come from the

*Fifty Years
Forward
on The
American
Road*



WHEN A WARTIME SOVIET MISSION visited the vast Rouge plant, one of the visiting Commissars looked at the enormous parking lot and sneered: "Ah! The capitalist bosses' cars!"



world

America that was to the America that is, through the great progressive social force of the automobile and its pioneers such as Henry Ford.

Today the 16,000 workers of 1914 have become more than 156,000. The Ford daily wage has increased from \$5 to an average of more than \$16 a day, and this does not include such basic benefits as pensions, insurance, paid vacations, paid holidays and so forth. Today, as in 1914, Ford Motor Company is still pioneering in job security for its workers, in an endless search for progress.

To the ideals of the American Road, which symbolize that search, the Ford Motor Company is dedicating itself anew in its Fiftieth Anniversary.

Ford Motor Company

FORD • LINCOLN • MERCURY CARS

FORD TRUCKS AND TRACTORS



THIS PICTURE of Henry Ford, 50, was taken in 1913, two weeks before he announced the \$5 Day.

No one could convince him that this great sea of automobiles belonged to the 60,000 Ford workers of the Rouge.



Can your make-up pass the "close-up" test?



You're lovely to look at—even close up—with Solitair
cake make-up

New and Wonderful!

Solitair Beauty Lotion
—ocean-blue, fragrant,
Lanolin-rich. For hands
and body. Splash it on after
your bath! What luxury!
... for only 39¢ and 73¢.



Your most important moments are in "close-ups" ... the very times when little skin faults are noticed most. Often, they show right through your make-up, in close-ups. But not if you wear Solitair. Solitair conceals each little skin imperfection. Your complexion looks flawlessly lovely—yet completely natural ... never "mask-like." No other make-up gives you Solitair-beauty in close-ups! Try it ... see for yourself the wonderful difference Solitair makes in *your* complexion!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!



... by CAMPANA

Contains Lanolin.
Will not clog pores.

ATTIC HEAD-SAVER

New design makes it easy to build storage closet under low rafters

Most attics are places where a hodgepodge of belongings gathers dust and householders bump their heads crawling under sloping rafters to retrieve a golf bag or the hatbox full of summer hats. Now Iowa State College has designed a storage unit which puts attic space to sensible, upright use. This three-part unit, which holds everything from dresses and blankets to skis, is adaptable to most attics. Made of $\frac{3}{4}$ - or

$\frac{1}{2}$ -inch plywood, it should be ordered cut according to specifications. It can then be assembled in a weekend with no other tools than a hammer and a screwdriver. The total cost of materials, trim and hardware is under \$115. Plans, shown in part on page 118, and a list of all required materials may be obtained in a leaflet called *Under-the-Roof Storage* from Douglas Fir Plywood Assoc., Tacoma, Wash.



HAZARDOUS CLEAN-UP precedes building of attic closet which will eliminate jackknife foraging.

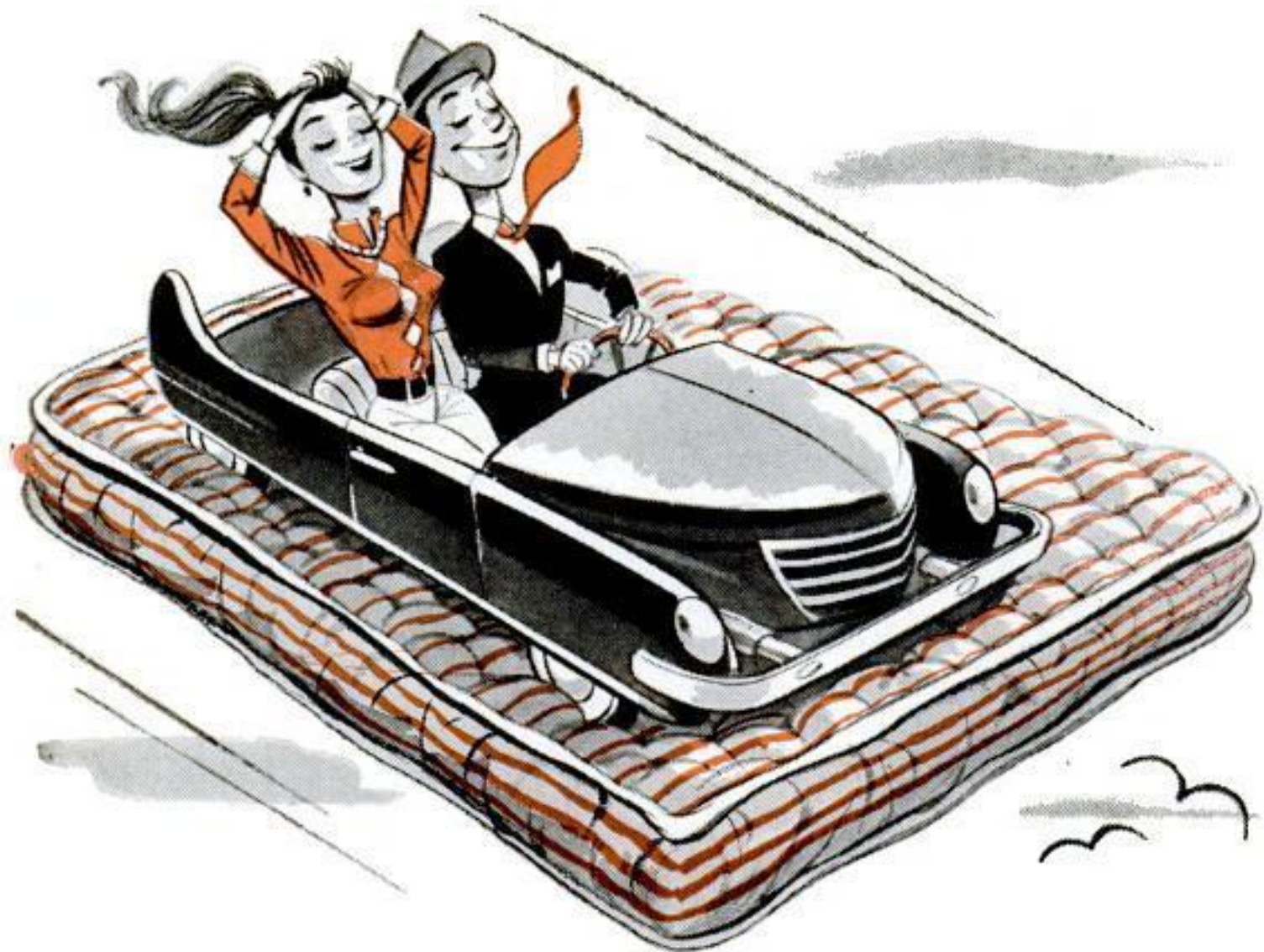


UNFINISHED CLOSET shows basic construction and storage plan. Location of compartments and doors is shown in photograph of finished closet on next

page. Closet will hold 10 dresses, 3 hats, 2 blankets, 6 towels, 6 sheets, about 55 books, a small radio, skis, golf bag, tennis racket, 10 pairs of shoes, other gear.



If your car feels like this ... it's time
for **MARFAK** chassis lubrication



That cushiony feeling
lasts longer with—



More rough cold-weather driving still to come! Make the going *smoother* — get *Marfak* lubrication. Tough, longer lasting *Marfak* clings to chassis points. It won't jar out or squeeze out—resists wash-off when road water splashes. That's why you get smooth, *cushiony* driving with *Marfak* for 1,000 miles or more! Get *Marfak* lubrication. See your Texaco Dealer, *the best friend your car ever had*.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



TUNE IN: Tuesday nights on television, the **TEXACO STAR THEATER** starring **MILTON BERLE** ... **METROPOLITAN OPERA** radio broadcasts on Saturday afternoons. See newspaper for time and station.

Attic Head-Saver CONTINUED



FINISHED CLOSET shows book section, let-down desk in center section and doors leading to other storage compartments. Shelves can replace desk.



LINEN SECTION of closet, open above, is over the desk; below, doors enclose four pull drawers which rest flat on shelves. All shelves are adjustable.

[CONTINUED ON PAGE 118](#)

REXALL SALE



February 16 through 28



This month REXALL DRUG STORES EVERYWHERE celebrate Rexall's 50 years of service to the American public with these once-in-a-lifetime Anniversary Bargains.

ECONOMY-SIZE BARGAINS

Rexall Antihistamine, 50's, regular 98c 69¢
 Rexall Hygienic Powder, use in spray gargle,
 syringe, 1 lb., regular \$1.29 98¢
 Rexillana Cough Syrup, 8 oz., regular 98c 69¢
 Saccharin Tabs., 1/2-gr., 1000's, reg. \$1.26, 89¢
 Milk of Magnesia Tabs., 250's, \$1.00 value, 69¢
 Monacet APC Compound, 100's, regular 69c, 49¢

EVERYDAY NEEDS

Adrienne Hair Brush, Professional or
 Half-round styles, \$1.00 value 79¢
 Klearite Pocket Comb, with clip 4¢
 Goodform Nylon Hair Nets, regular or bob 7¢
 Zipper Bag, 18" long, durable, \$2.98 val., \$2.19
 Pocket Knife, 3 blades, \$1.00 value 66¢
 Cellulose Sponges, 3 per package, 49c val., 31¢
 Steel Rule, 6' button type; steel case,
 spring retraction; 59c value 44¢
 Rexall Cotton Squares, sterile, 40's, reg. 19c, 16¢
 Elkays Aerosol Air Refresher, regular 98c 69¢
 Saccharin Tabs., 1/4-grain, 1000's, reg. \$1.08, 79¢
 Snugfold Fountain Syringe, regular \$2.75, \$2.49
 Tiny Tot Bloomer Pants, regular 49c 39¢
 Scout Flashlight Battery, regular 13c 2 for 21¢
 Klenzo Face Cloth, 12" x 12", 19c value, 2 for 27¢

MEDICINE CHEST SAVINGS

Rexall Aspiroids, 5-way relief from cold
 symptoms, 36's, regular 69c 59¢
 Rexall Chlorophyll Tablets, 50's, reg. \$1.25, 98¢
 Alco-Rex Rubbing Alcohol, pint, regular 49c, 39¢
 Glycerin Suppositories, adult or infant, 12's, 39¢
 Rexall Aspirin for Children, 1-grain orange-
 flavored tablets, 50's, regular 35c 29¢
 Rexall Quik-Swabs, 200 cotton-tipped
 applicators, nursery special, reg. 49c, 39¢
 Rexall Cotton Balls, 65's, regular 35c 29¢
 Defender Throat Atomizer, regular \$1.98, \$1.49
 Rexall Lanolin, 3 oz., regular 53c 43¢
 Rexall Witch Hazel, 8 oz., 35c value 29¢
 Rexall Boric Acid, powder or crystals, 4 oz., 29¢

VITAMIN VALUES

Rexall Cod Liver Oil, 8 oz., 98c value 79¢
 Rexall Theramins, high potency multi-vitamin
 capsules, 50's, regular \$4.75 \$3.98
 Vitamin B Complex, 100 caps., \$2.59 val., \$1.98
 Rexall Thiamine Hydrochloride Tablets, Vitamin B1,
 10 mg., 100's, regular \$1.51 \$1.29

TOILETRY BUYS

Rexall Milk of Magnesia Tooth Paste, alkalizes
 as it cleans, 55c value tube, 3 tubes for \$1.00
 Garden Spice Stick Cologne, regular \$1.00 69¢
 Helen Cornell Soap, toilet or bath size,
 luxurious lather, regular \$1.19 box 79¢
 Helen Cornell Cream Shampoo, regular 79c 59¢
 Adrienne Velour Powder Puff, 3-inch size 7¢

WRITING SUPPLIES

Wonder-Pack, vellum sheets and envelopes;
 white, bordered or floral; 39c value 29¢
 Linen Tablets or Envelopes, regular 25c 19¢
 Air Mail Envelopes, 6 1/4 size, reg. 10c, 3 for 27¢
 Cascade Pen & Pencil Set, \$2.50 value \$1.19
 Filler Paper, 2 or 3-punch, regular 39c 33¢
 Lord Baltimore Portfolio, white linen sheets
 and envelopes in handy kit, regular 59c, 49¢

FACIAL TISSUES, KLENZO, big 300-sheet box; white or
 assorted colors; 4 boxes for **83¢**
BAG O' POPS, 30 assorted-flavor lollipops, tasty and delicious, **25¢**
FAMILY COMB SET, 8 plastic combs for every purpose;
 assorted colors **21¢**
LEAD PENCILS, No. 2 lead, 40¢ value 12 for **27¢**
BILLFOLDS, Men's or Ladies', genuine leather,
 assorted colors and styles, \$1.98 value **97¢**
VACUUM BOTTLE, Cape Cod, plastic cap,
 pint size, \$1.39 value **\$1.09**

FILLED SPACE-SAVER BOTTLE GIVEN

Buy any one — or all — of these guaranteed Rexall
 products and get a filled 6-oz. space-saver bottle at
 no extra cost. Bottles are custom-designed to fit
 your medicine chest...finger-notched for sure grip
 ...permanently labeled...easily refillable.



REXALL
MI-31 MOUTHWASH
 \$1.18 Value
79¢ Pint
 Amber-color mouth-
 wash, gargle, breath-
 deodorant and
 all-purpose
 antiseptic.

REXALL
RUBBING ALCOHOL
 Our finest quality. \$1.03 Value
69¢ Pint
 Ideal for gym, sick
 room, or gen-
 eral home use.

REXALL
MINERAL OIL
 Extra-heavy body...
 non-fattening, non-
 habit-forming...
 tasteless,
 odorless. Pint **69¢**



REXALL
KLENZO ANTISEPTIC
 Ruby-red, cinnamon-
 flavored mouthwash
 and gargle. Kills
 germs, sweetens
 breath. Pint **79¢**



**REXALL DRUG PRODUCTS ARE GUARANTEED
 TO GIVE SATISFACTION OR YOUR MONEY BACK**

2-Way Cough Relief
REXALL CHERROSOTE
 8 Oz.
 Sale-Priced **89¢**
 Soothes irritated throat
 membranes... helps
 loosen and quiet coughs
 due to colds.



\$100 VALUE STATIONERY
 Choose from large assort-
 ment of letters, notes,
 novelty papers in white,
 colors, lithographed. Box **59¢**



Save **\$1.10**
CARA NOME MAKE-UP STICK
 Choice of 5 glamorous shades
 and
CARA NOME INDELIBLE LIPSTICK
 In 10 high-fashion hues



Sale-Priced **43¢**
CASCADE PLAYING CARDS
 BRIDGE POKER PINOCHE
 Single decks, assorted backs,
 linen finish.



Save **\$1.10**
MAXIXE
Chocolate-Covered
CHERRIES
 Luscious red maraschinos
 floating in smooth, tasty
 cream and covered with rich,
 kitchen-fresh chocolate. 1-lb. Box
 Jubilee Price **59¢**



REX
ALARM CLOCK
 40-hour movement, beautiful
 mahogany finish, luminous
 shut-off button.
 With Luminous Dial & Hands
 \$3.49 Value **\$2.89**



GOLDEN JUBILEE SPECIALS

Given at no extra cost
STAG SHAVE CREAM
 50¢ BRUSHLESS OR 40¢ LATHER
 with purchase of
STAG AFTER-SHAVE
LOTION
 6 Oz. **75¢**



89¢ Value
ONLY 59¢
DEFENDER BATH AND
SHAMPOO SPRAY
 With massage brush ring.
 Fits all faucets.



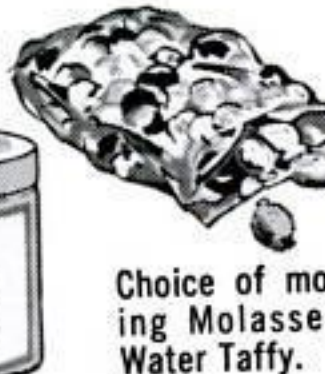
Save 30%
REXALL
PRO-CAP
ADHESIVE TAPE
 1/2" x 5 Yd.
 Reg. 20¢
 Sale-Priced **14¢**
 Sticks better, is less
 irritating. Waterproof!



Save 41¢
CARA NOME
HAND
CREAM
 Reg.
 \$1.10 jar
 Softens, beautifies, pro-
 tects...and it's hypo-
 allergenic — safe for
 most sensitive skins. **NOW 69¢**



CANDY
KISSES
 12 Oz. Bags
 Sale-Priced **24¢**
 Choice of mouth-water-
 ing Molasses or Salt
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Each a 39¢ Value
KLENZO
NYLON TOOTH BRUSHES
NOW 5 FOR 99¢ Choice of four medi-
 cally approved styles.
 Rexall Hydrogen Peroxide, USP 3%, 10 Vol., 4 oz., reg. 18¢... 9¢



REXALL
QUIK-BANDS
 Regular (36's)
 Elastic (16's)
 Reg. 33¢
NOW 24¢
 Ready-to-use adhesive
 bandages. Plain or Mer-
 curochrome.



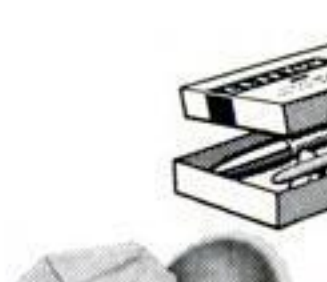
Save 39¢
REXALL ASPIRIN 100 5-grain tablets
 and
REXALL ASPIRIN TROCHES 18's
 Reg. 93¢ **BOTH FOR 54¢**



A real buy...Rexall's fast-acting
 aspirin plus easy-to-take rasp-
 berry-flavored wafers that give
 quick, local relief for minor throat
 irritations.



Over 25% Off
CLIFTON FEVER
THERMOMETER
 Reg. \$1.35
NOW 98¢
 Oral or rectal. Accurate, easy
 to read. Case included.



LAUGH WITH AMOS 'N' ANDY—
 Radio's most lovable radio team.
 On the CBS RADIO NETWORK EVERY SUNDAY
 7:30 PM, EST, FOR REXALL.



YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Prices, items and dates may vary slightly in Canada. Rexall Drug Company, Los Angeles 48, California.

SCORCH RESISTANT

Zedalon

Perfect Cover for
Steam & Dry Ironing



New
ZEDALON COVER AND
STAY-SMOOTH PAD
\$4.95
CUSTOM COVER ONLY
\$2.95



SCORCH TESTS PROVE ZEDALON BEST



ZEDALON ASBESTOS TYPE COTTON

Actual photographs show what happens when you leave a hot iron (500°) on your ironing cover. See how Zedalon resists scorching even more than any asbestos type—and far more than any cotton ironing covers! No wonder Zedalon outwears other covers up to 5 to 1.

**OUTWEARS OTHERS
UP TO 5 TO 1**

It's here now . . . a miracle fabric for ironing table covers! Zedalon outwears others up to 5 to 1. Stays snug as a glove—always. Fits all standard size ironing tables. Priced low, so everyone can afford long-wearing and easy-ironing Proctor Zedalon covers.



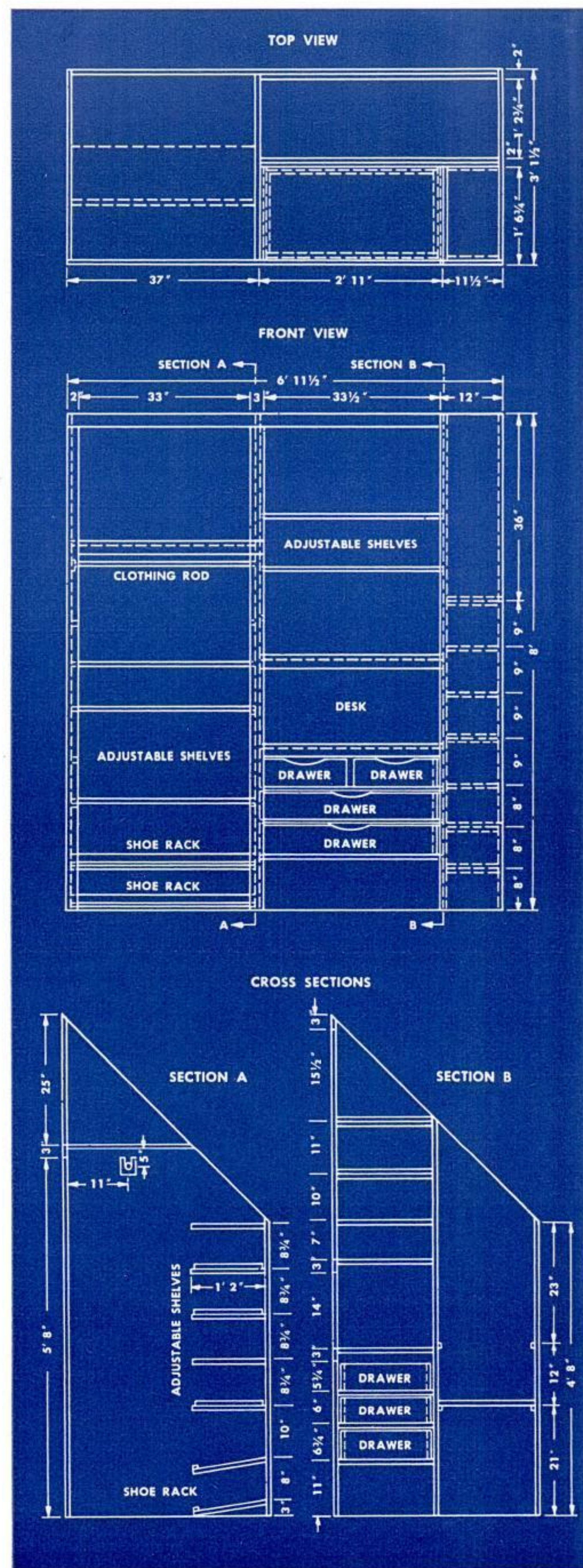
PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

Proctor Electric Company, 3rd St. & Hunting Park Ave., Philadelphia 40, Pa.

Attic Head-Saver CONTINUED

BLUEPRINT OF CONSTRUCTION



PLAN OF CLOSET is shown in view looking straight down on unit at top of page, in front view below that and in cross sections of two of closet's compartments at bottom. The entire unit has about 135 cubic feet of storage space, and may be adapted to fit most attics. The basic closet dimensions are shown on the plans. It needs a minimum of framing, may be finished clear or painted.



Get in tune with the times . . .
look for the "Sanforized" label
before you buy.

No matter how much or how little
you pay . . . the way to be sure
your cottons won't shrink out of
fit, out of fashion, is to know
for certain they're "Sanforized"-labeled.

So insist on seeing the all-important
"Sanforized" trade-mark—make even your
favorite salesgirl show it to you.

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Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test
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THE COCKTAIL HOUR brings no relaxation of vigilance. Here Author Ruark (with revolver) chats with friends who keep rifles at hand.

'YOUR GUNS GO WITH YOU'

In the Africa of Mau Mau terror a writer on safari finds you need a weapon even when you take a bath

by ROBERT RUARK

IT IS very quiet and peaceful here in Kenya's northern frontier, where we have set up our hunting camp. This is a vast, sunscorched desertland inhabited mostly by elephant, rhino and a few nomadic herdsmen whose first concern is water. It is angry-looking land, its bright red earth crisscrossed by dry, sand river beds and shockingly accented by carelessly strewn casual hills, buttes, mountains and peaks.

A group of Samburu herdsmen are camped half a mile or so up the road from our camp. They are an offshoot of the Masai tribe, corrupted possibly by interbreeding with the Somali, the Rendille or a touch of the Turkana. They are fierce-looking, tall men who go naked under a toga, who smear their faces and bodies with red ocher, who never move without the long spear of the *morán* (warrior) and who wear the *simi*, or short sword, stuck into their girdles. There are perhaps 20 of these *morán* watching me write. Some are standing on one leg, stork fashion, and leaning on their spears. Others are squatting on their hunkers, with the spears stuck butt-end first into the ground.

My pistol is in the sleeping tent—I suppose. I haven't thought about it for a week. There are about a dozen rifles, two shotguns and two more pistols, as well as a thousand rounds of assorted ammunition, somewhere about the camp. I imagine that Chalo and Matheke, the gunbearers, know where the stuff is. Up here on the northern frontier one can be casual about firearms and natives. Up here the natives still think it is the noise that kills. Nobody is apt to pinch a gun off you for the purpose of shooting you with it. This is the Kenya of the Masai and the Wakamba

and the Nandi and the Rendille and the Kavirondo and the Samburu and the Turkana and Boran.

In other words, this is not Kikuyu country, Mau Mau country. Here there is no fear and murder and brutality, no locked doors and barred windows, no vigilantes and counterviolence, no suspicion and hate and tension. This is not Nairobi or Nyeri or Nakuru or Thomson's Falls or Kinangop. They are in the country of the Kikuyu tribe—Mau Mau country. There a housewife goes to market with a pistol strapped around her waist. There you put the pistol in the soap tray when you take a bath, because you remember that Eric Bowyer of Kinangop was chopped up while bathing.

In the Kikuyu country your guns go with you wherever you go. In the daytime your pistol is around your waist or in your hand or by your plate. At night it is under your pillow. You know where your rifles are too. They attend the cocktail party with you, or rest against the hearth at dinnertime, or go with you to church, or are stoutly locked away. That is because you cannot afford to lose a pistol or a rifle. If you lose one or have one stolen you are heavily fined or go to jail.

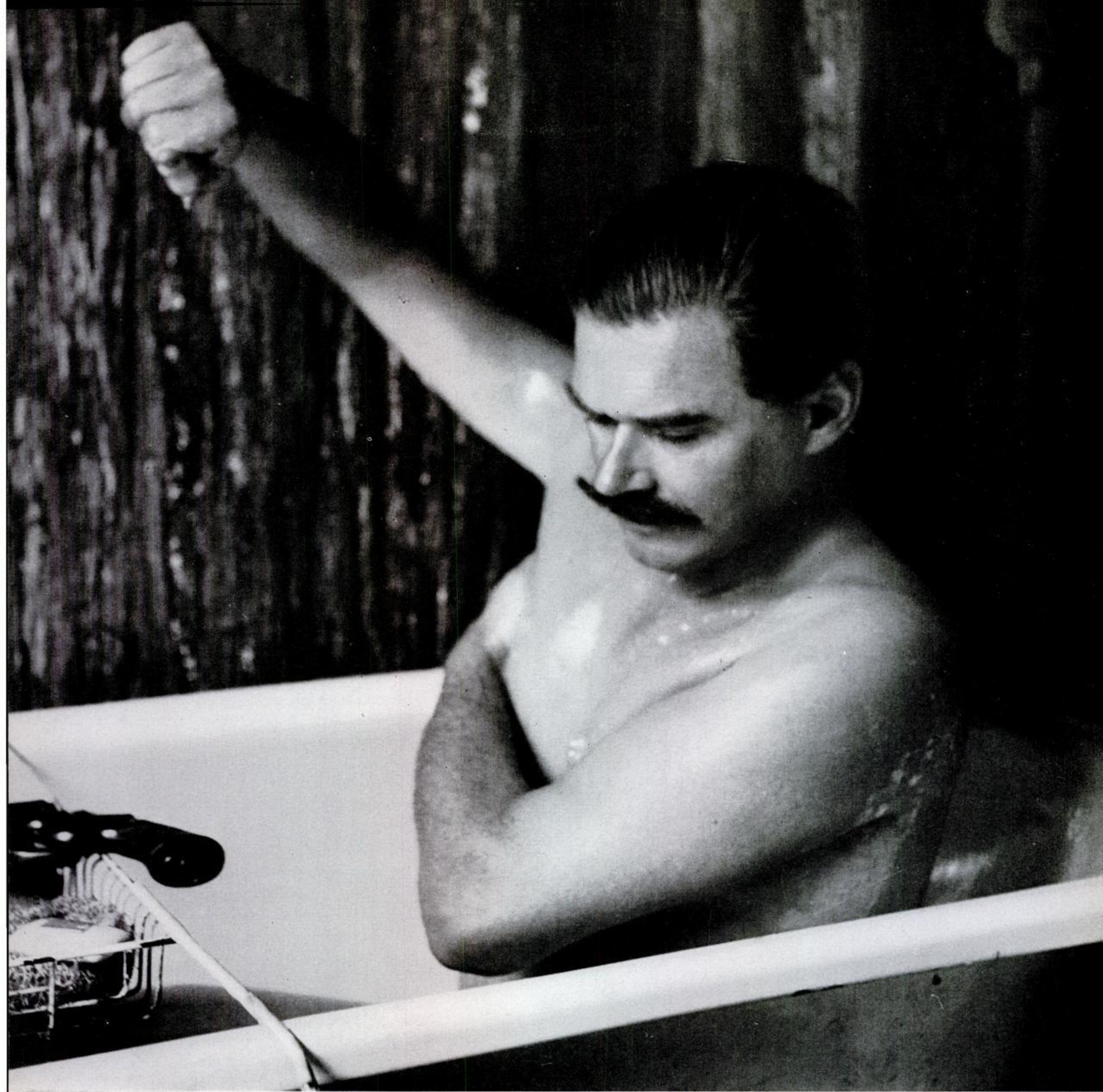
Mau Mau land today is a strip of high Kenya farmland, where one shoots intruders without question after dark, and any native (police excepted) possessing a gun, at any time, or a *simi* or a *panga*—a two-foot bush-knife—after dark is a candidate for immediate death. In Mau Mau land reserve police patrols cover the countryside and check nightly on the safety of the farmhouses. In Mau Mau land no Kikuyu tribesman is above



THE THREAT OF MAU MAU HAS BECOME SO GREAT

suspicion, even if he has been your "head-boy" for 20 years.

There often is no way to be sure that a servant is *not* a member of the secret terrorist society. The news may come some dark night when he opens the door to his fellow Mau Mau, who will chop you into small bits with *simis* and *pangas*. Many people are unwilling to serve as guinea pigs in this sort of experiment in loyalty. If you keep Kikuyu on your premises you are inviting murder. As a result thousands of non-Mau Mau Kikuyu are beginning to suffer for the bloody sins of their brethren. They are being dismissed from jobs or packed off to the reservations, a



IN SOME AREAS THAT FARMERS, LIKE JOHN WELLINGS OF THOMSON'S FALLS, PLACE THEIR REVOLVERS IN THE SOAP DISH BEFORE SETTLING DOWN FOR A BATH

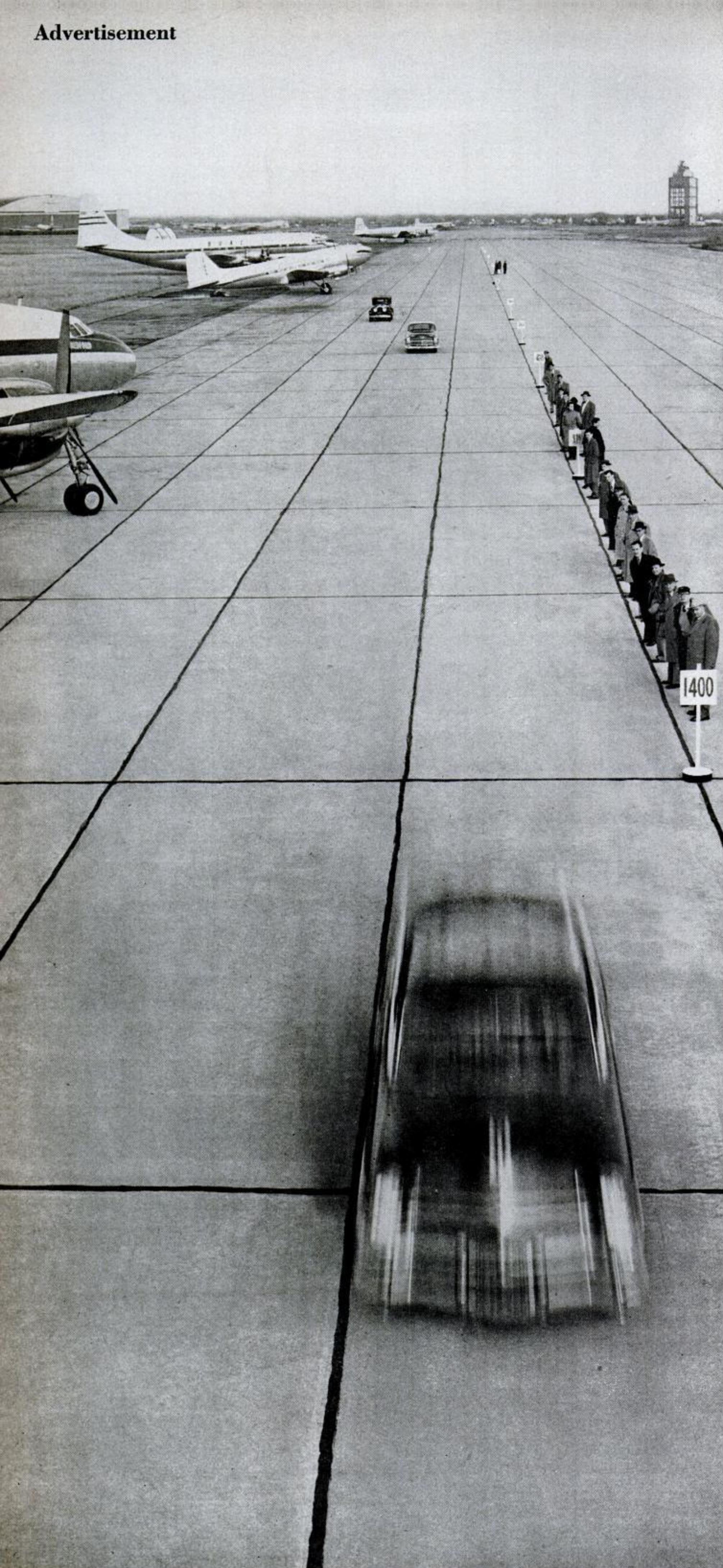
process that creates resentment which leads easily to membership in Mau Mau.

The Kenya white man—the red-necked, hornyhanded pioneer who has wrestled with the land for his rolling green acres, who has fought drought and locusts and lions and rhino and elephant and banks to make his property serene—will slap his pistol and laugh wryly about Mau Mau. He calls them "Mickey Mice" or hums a ditty which goes in part, "Mummy wouldn't buy me a Mau Mau, I have a strangled cat, and I'm very fond of that, but Mummy wouldn't buy me a Mau Mau. . . ." The Kenya farmer, when he turns on his battery-driven radio for the

news, will applaud and shout "bloody good show" when the announcer says that six more Mau Mau were shot near Nakuru or Nyeri yesterday by members of the organized native resistance.

A year ago Kenya real estate was at a peak of value. Today there is no reliable assessment on the worth of property in Kikuyu areas. According to the mood of the individual, you can buy a fine farm for nearly nothing, or find it impossible to buy one at all if its owner turns out to be a stubborn man who refuses to "get the wind up because of a bunch of bloody murderous Wogs." Yet this same man hides despair behind his arrogance

and bravado. He does not want to leave the land he has painfully cleared and fenced and watered and planted. But the European is a tiny minority, some 30,000, in a sea of five million blacks, among whom a million are Kikuyu, each potentially a member of an organization so secret that the British do not even know what the name "Mau Mau" means. He knows that what is going on in Indochina, in Morocco and in South Africa is a trend. He has felt the first bite of the trend in his own backyard. Mau Mau has not spread to the other four million blacks of Kenya—yet. Nor has it infected Uganda or Tanganyika or Rhodesia or Somaliland—yet.



Runway Tests Prove Gasoline 50% Better Than in 1925

**Priced the same as it was then,
2 gallons now do work of 3**

Dramatic automobile tests at New York International Airport, 'Idlewild,' prove that 2 gallons of today's gasoline do the work 3 gallons did in 1925.

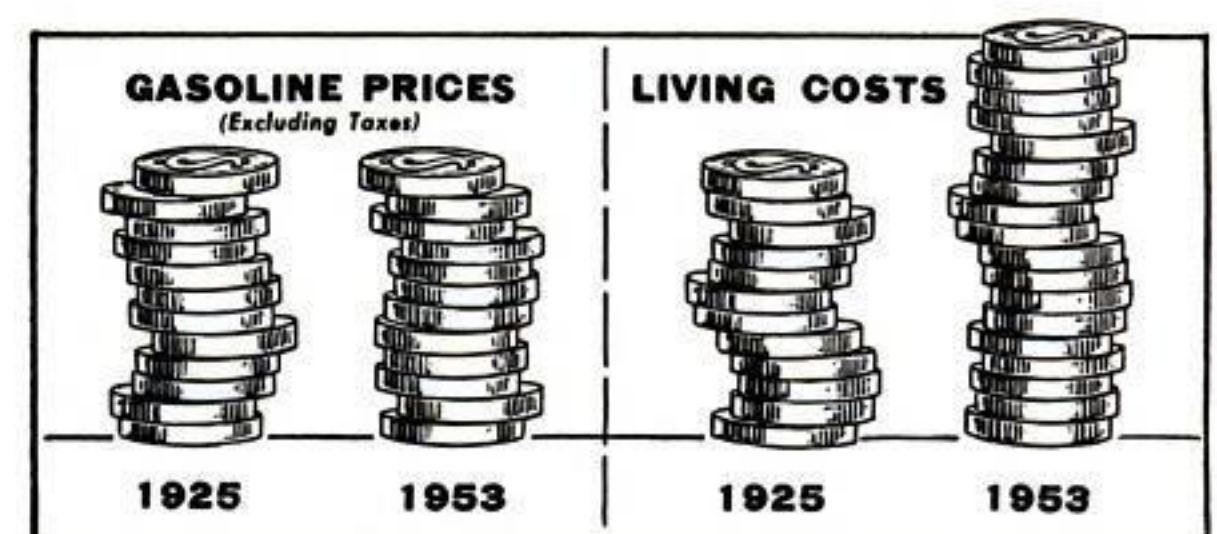
Today's gasoline, these tests show, is worth 50 per cent more by every measure of automobile performance and economy—even taking into consideration the great improvement of car engines and designs. To make test results even more remarkable, today's gasoline still costs about the same as gasoline did in 1925—*only taxes are higher*. In the same period the price of most things you buy has gone up sharply.

This increase in gasoline quality has been the direct result of constant competition in every branch of the oil industry. Every day, oilmen try to win your business by doing their jobs better, faster, more efficiently.

That's why you get the finest oil products at the world's lowest prices. And this is just one way you benefit from the American system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

For a free booklet about the improvements in today's gasoline, "2=3," write to

Oil Industry Information Committee, Box 47,
AMERICAN PETROLEUM INSTITUTE,
50 West 50th St., New York 20, N. Y.



20 SECONDS AFTER start of acceleration test, 1953 car with 1953 gasoline pulls far ahead of same model car using 1925 gasoline. Trailing both new cars is an automobile of the twenties fueled with 1925 gasoline. By every test, including ton mileage, today's gasoline proves 50% better than 1925 gasoline.

1953 GASOLINE is an outstanding buy. General living costs in U. S. have jumped 52.2% since 1925, yet gasoline today is priced about the same as gasoline was then—*only taxes are higher*.



HUNTERS AND HUNTED confront each other in wooded hills near Nyeri where native scouts (*foreground*) have helped round up Mau Mau suspects.

MAU MAU CONTINUED

He tells himself that Mau Mau will be stamped out as soon as the government and the people hit on the most practical method.

But he looks toward the morrow as embraced by a wave of dark nationalism everywhere, and he feels that the white man's day of minority rule over many is doomed. He tells himself he will fight, and maybe win, but he already has lost the security for which he shortened his life in the battle with the land. In less than a year, chaos has been created in Kenya by the secret society, Mau Mau, which has sowed a bumper crop of fear on Kenya's green slopes.

To me the scene in Kenya today seems remarkably similar to what we experienced in the U.S. during our colonization processes, when the side arm was part of dress, and women took rifles to the fields with them. But we killed off most of our Sioux and Apache, our Cherokees and Creeks and penned the rest in small reserves, and said, briefly, "Lo, the poor Indian—what there is left of him." In our days the only good Injun was a dead Injun, and the red man was listed as a varment. The difference today in Kenya is that it would be rather difficult, not to say unjust, to kill off a million Kikuyu on suspicion alone. It certainly would cause some unrest among the other four million natives, some displeasure in the U.N. Assembly and high glee in Russia. The Kenyan cannot deal so summarily with the mass as we dealt bluntly and brutally with our aboriginals.

The native in British East Africa has been a special ward of the Crown. His lands are protected by the Crown, his rights at law are protected by the Crown. There is therefore a cleavage in opinion as to how to solve the Mau Mau question. The more ebullient farmers are for declaring a state of rebellion and hanging the lot—apart, of course, from those who are shot fleeing arrest. But a million Kikuyu would be fairly hard to hang. Government quite frankly doesn't know what it wants. It has sent the fuzzy-cheeked youths of the Lancashire Fusiliers out from the Suez Canal Zone to protect the settlers. It has allowed the organization of several preventive measures, such as the Kenya Police Reserves, the organized native resistance, an intelligence force and occasional special task groups for the hunting down of Mau Mau in particularly virulent areas like the Aberdare Mountains around Thomson's Falls, Nanyuki and Nyeri.

At the moment Jomo Kenyatta, the front man and accused head oath giver of the Mau Mau, is in the midst of a long and windy trial, together with five associates, which has already been interrupted once by a separate contempt of court action. Kenyatta and cohorts are being charged literally with operating and managing an illegal society. Conviction on these charges would be a wrist slap. At the same time Michael Blundell, leader of the European Elected Members of the Kenya Legislative Council, has successfully wrought a bill to make the act of administering the Mau Mau oath subject to the death penalty.

The Kenya government is taking a long chance in another resistance effort. The good Injuns have been called in to fight the bad Injuns. I went down to Nyeri the other day to pay a call on Muhoyo, the Kikuyu chieftain who is one of the leaders of the resistance. The Provincial Commissioner, Edward Windley, told

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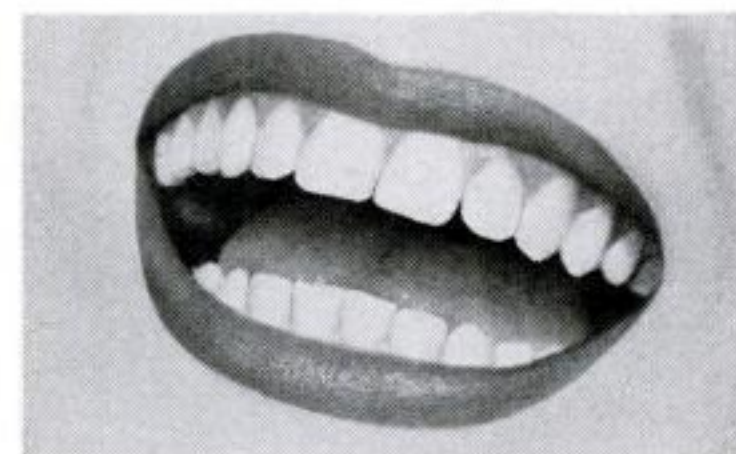
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Proved at famous university!

University dental experts made 395 tests with white, ammoniated and chlorophyll toothpastes . . . found that Chlorodent's patented cleansing ingredient kept teeth *cleanest*. Chlorodent also strikes at the very causes of tooth decay. Use it regularly!



Chlorodent keeps teeth bright and sparkling!

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In nearly 1000 tests, scientists compared Chlorodent with a nationally known non-chlorophyll toothpaste for controlling bad breath. Chlorodent's special chlorophyll* formula gave *twice* as many people freedom from mouth odors for up to four hours.



Chlorodent destroys mouth odors *instantly!*

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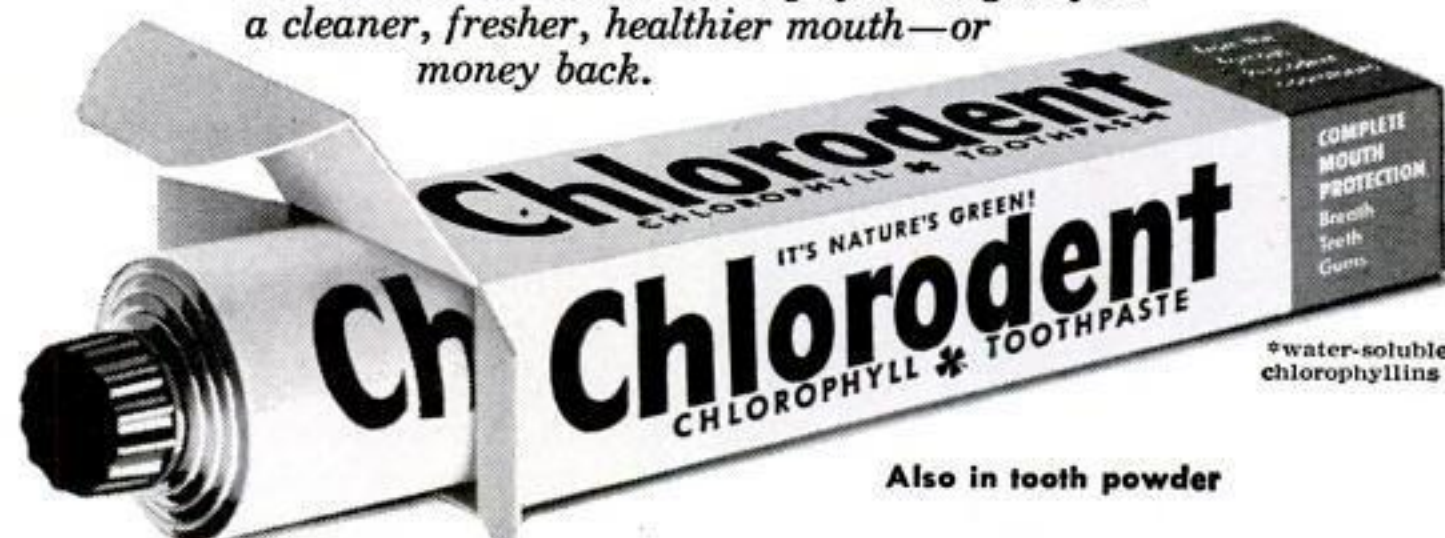
Proved at Boys Town!

Boys Town dentists found Chlorodent *twice* as effective as a fine white toothpaste for quickly reducing acute gingivitis, a widespread mouth disorder. Boys Town co-operated in this research wholly in the interest of child health. See dentist if mouth troubles persist.



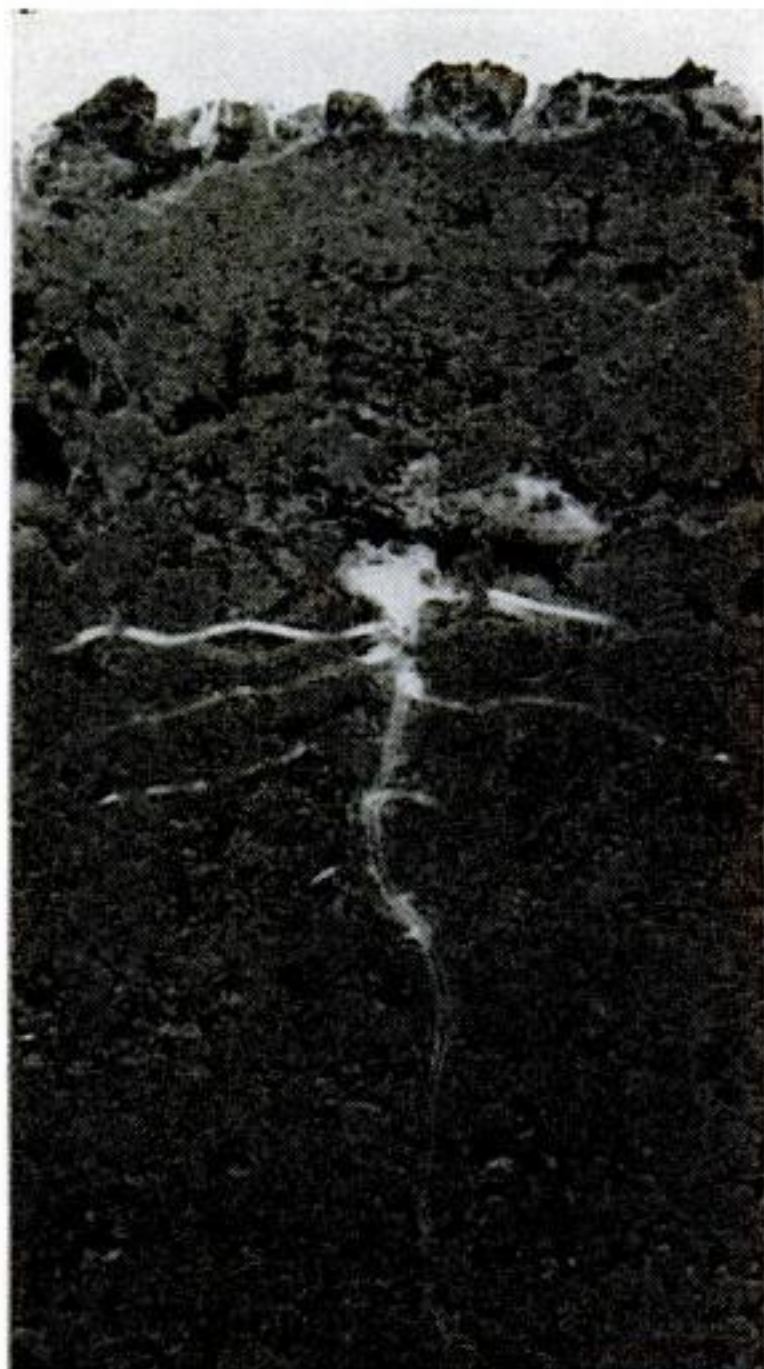
416 boys took part in this research project.

Unconditionally guaranteed by Lever Brothers Company to do more for you than any other dentifrice—white, ammoniated or chlorophyll—to give you a cleaner, fresher, healthier mouth—or money back.



Also in tooth powder

Ask for **CHLORODENT**
World's Largest Selling Chlorophyll Toothpaste



Graphic picture of what happens to struggling seedlings in tightly packed "problem" soil. Due to poor structure, the soil shrinks, cakes and hardens, even after it has been thoroughly prepared for seeding.

Why Your Plants Often Need Help

Every year a lot of people dig and dig in their gardens—hopefully plant seeds which often don't even come up. Main reason for this has been made known by soil scientists—it usually results from what is termed "poor soil structure." It is the reason why soil cakes, packs and cracks during the sun-and-rain growing season—gets hard as a brick and chokes off a lot of seed before it can get a good start.

Now, there's a way to change all this. Simply by applying Krilium soil conditioner to your prepared garden seed bed, you can maintain the soil in loose, crumbly, porous condition. This naturally gives plants a good start early in life, by helping seeds germinate, roots form, seedlings emerge. It makes gardening a pleasure to be enjoyed—not merely to be hoped for. This year, if you plan a garden, plan it with Krilium. At your dealer's in 1-lb. and 5-lb. home-garden mixture packages. Also in 10-lb., 25-lb. and 50-lb. packages of full-strength mixture for larger areas... MONSANTO CHEMICAL COMPANY, Merchandising Division, 1700 South Second Street, St. Louis 4, Missouri. In Canada, Monsanto Canada Limited, Montreal, Toronto, Vancouver.

Krilium: Reg. U. S. Pat. Off.



MAU MAU CONTINUED

me that Muhoyo was up in the mountains leading a sweep against an entrenched force of Kikuyu who were hiding out in the Aberdares. The Athigani under Muhoyo are armed with spears, bows and arrows and an occasional single-barreled shotgun. They were effecting a pincer movement, backed on the other side by 100 Masai *moran* armed with the spears which they use so beautifully. The crusher was supposed to drive the fugitive Mau Mau into the waiting arms of the Lancashire Fusiliers and the organized police and police reserve.

At this time the native resistance force numbered 2,300 men at Nyeri, 1,600 at Kiambu, 1,080 at Meru and 1,380 at Fort Hall. The *moran*, the proud warriors of the Masai who once dominated Kenya with their spears, have offered some 3,000 spears if the government needs a blood-letting. Nothing would please the Masai more than to go out in a group and skewer a few "Kukes." It would be just like the good old days, when the *moran* raided and dipped their spears into all but the young girls and babies. Unofficially the government is quite worried as to the possibilities of creating a new and different blaze if it fights fire too successfully with fire. If the other tribes and the loyal Kikuyu get into the act with heavy success, there are some who wonder if this sort of achievement might not go to the heads of the resistance fighters, possibly encouraging them to start a holy war of their own which would make the isolated terrorism of Mau Mau look puny. Right now some Kenya officials figure it's a chance they've got to take, betting against the permanence of blood lust roused amongst the resisters.

It is the tacit opinion of many leading Europeans in Kenya that mass warfare is not the answer to stamping out the Mau Mau. They have lately launched an intelligence operation designed to correlate information with an eye to hunting down ringleaders—oath administrators in particular. Something of this sort was effected in the late fall after a series of horribly bloody murders had roused the countryside. Special small task forces composed of police, police reserve, intelligence personnel and professional white hunters went up into the hills to track down known Mau Mau, with considerable success. They snared quite a decent bag. Some were unfortunately shot resisting arrest. Friends of mine, on special duty, managed to find eight fairly high Mau Mau straw bosses in solemn conference, which was abruptly terminated by Sten guns. Others, hunted down and captured, were induced to unburden their souls of considerable information, leading to the capture of still others.

A gunbearer qualifies for Mau Mau

SOMETIMES the discovery of a Mau Mau in your midst turns out rather sardonically. For instance, Andrew Holmberg, one of the hunters on my safari, is short his best gunbearer, a man he'd known for 18 years. Njuguna was a fine shot and a magnificent tracker, a superb hunter and companion in the field. But when Njuguna was found to be a leading practitioner of the Mau Mau specialty, and an oath administrator to boot, they had to clap him into jail pending trial. He was put in jail for the simple reason that, apart from his eminence in Mau Mau, all of the attributes which made the man a fine gunbearer also qualified him for the taking of Andy's head and weapons—heads and weapons ranking in that order as the most valuable things a Mau Mau can contribute to his cause.

Another hunter, Miles Turner, was something more than shocked to find that his lorry driver was No. 27 on the Mau Mau leader list, and was the chief recruiter for the Nanyuki district. Metro-Goldwyn-Mayer was also surprised to discover that a number of their lorry drivers, engaged in logistics for the film *Mogambo*, were Mau Mau members. A surprise raid on the M-G-M convoy left several of the heavy trucks sitting helplessly, driverless, by the side of the road.

We have had to fire all the Kikuyu but one from our safari gang of boys for a charmingly simple reason. My hunters are Harry Selby of Nanyuki and Andrew Holmberg of Thomson's Falls. Since both have been very active in counter-Mau Mau operations, both rank rather high on the Mau Mau list for extinction. In Nairobi, tremendous interest was evoked in the destination and time of departure of our safari. All the Kikuyu cabbies seemed vitally concerned with our welfare, as did waiters, room boys and others. (One of my boys at the hotel got his head chopped the night after we left, possibly for being uncooperative.)

No greater prize could be set before the Mau Mau council than the heads of Messrs. Selby, Holmberg, Ruark and Kronfeld, plus their equipment of guns, ammunition and vehicles. Ruark and

New! Amazing Medication

'STARVES' PIMPLES

SKIN-COLORED HIDES PIMPLES WHILE IT WORKS



DOCTORS' TESTS PROVE
9 out of 10 cases cleared up
or definitely improved

CLEARASIL—NEW SCIENTIFIC ADVANCE

At last! A new medication called CLEARASIL is so effective it brings entirely new hope to pimple sufferers. In skin specialists' tests on 202 patients, 9 out of every 10 were cleared up or definitely improved.

AMAZING STARVING ACTION. CLEARASIL is greaseless and fast-drying in contact with pimples. Starves pimples because it helps remove the oils* that pimples "feed" on. *Antiseptic*, stops growth of bacteria that can cause and spread pimples.

INSTANT RELIEF from embarrassment because CLEARASIL is skin-colored. And CLEARASIL is greaseless...stainless.

THOUSANDS HAIL CLEARASIL. So many boys, girls, adults found that CLEARASIL works, it's become the largest-selling specific medication for pimples in America.**

Reader's Digest reported on clinical tests using CLEARASIL type medication.

GUARANTEED to work for you as it did in doctors' tests or money back. 59¢. Economy size 98¢. Get CLEARASIL at druggists.



NOW ALSO AVAILABLE IN CANADA (slightly more).

*Over-activity of certain oil glands is recognized by authorities as a major factor in acne. **According to actual store surveys.

ECONOMY SIZE PACKAGE



ALSO 10c SIZE AT CHAIN DRUG AND VARIETY STORES

GREATER



BREATHING

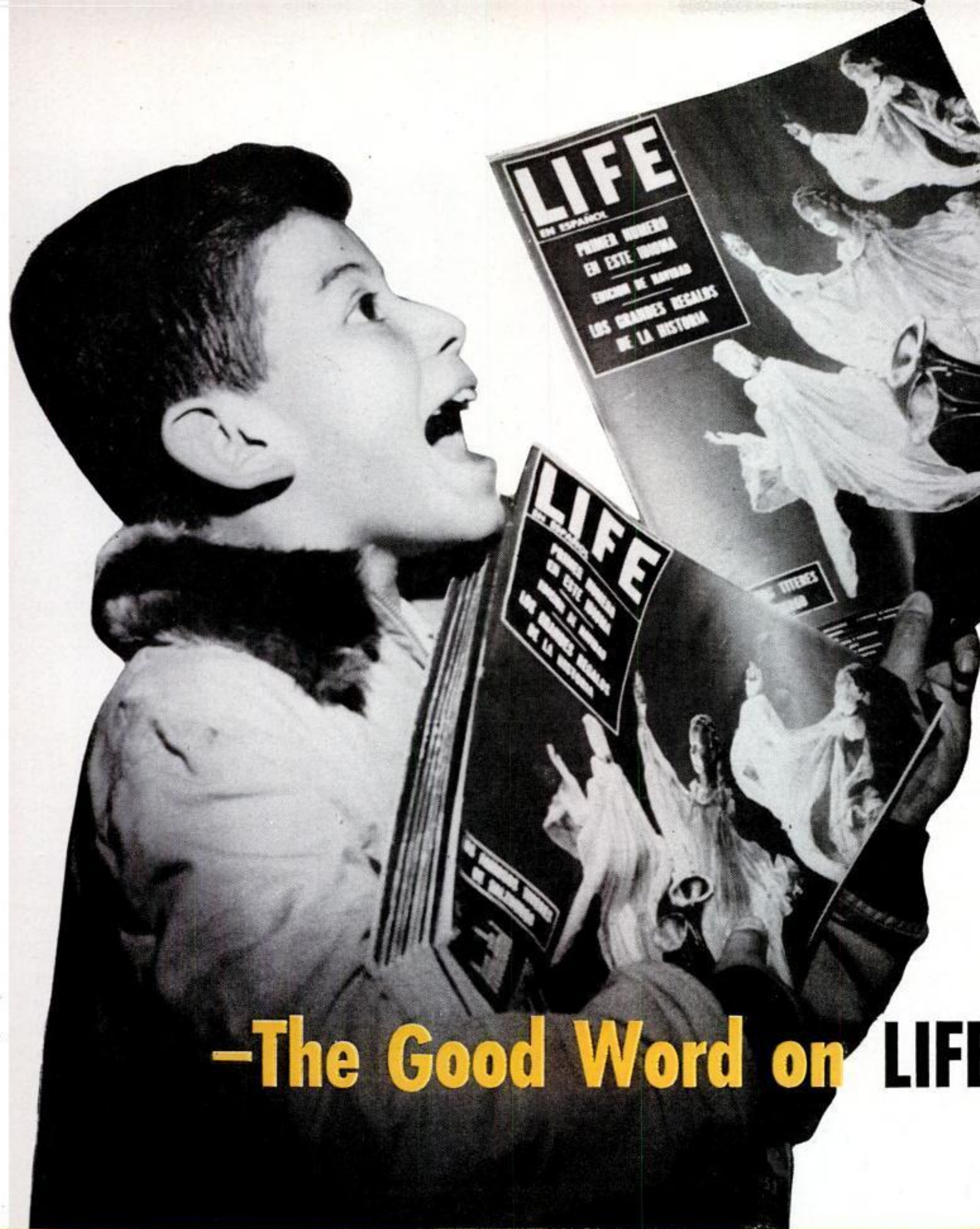
Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds! Use it any time... anywhere.

COMFORT



Use as often as needed.

CONTINUED ON PAGE 126



AGOTADA! MEXICO
AGOTADA! CUBA
AGOTADA! PANAMA
AGOTADA! PUERTO RICO
AGOTADA! PERU
AGOTADA! COLOMBIA
AGOTADA! VENEZUELA
AGOTADA! CHILE
AGOTADA! URUGUAY

-The Good Word on LIFE's Spanish Edition

If you followed the election returns last fall with complete absorption, you'll appreciate how all of us at LIFE have been feeling since Christmas, when the vote started to come in on LIFE EN ESPAÑOL—LIFE in Spanish. This edition of LIFE—the first ever to be published in a language other than English—was presented to its public in Latin America beginning at Christmas, and votes in the form of newsstand sales were being registered during the following weeks.

The "voting" began in Mexico and continued throughout the countries of Central America, the Caribbean and South America as the magazine went on sale.

First word from Mexico was of the kind that makes men gray. "Whole boxcar of LIFE EN ESPAÑOL gone astray," said the telegram, "but hope find."

The boxcar was found and emptied and the flashes began to come in:

- MEXICO:** NINETY-NINE PERCENT SALE MEXICO CITY, COMPLETE SELL-OUTS GUADALAJARA, MONTERREY, LAREDO, TAMPICO, TORREON, VERA CRUZ, ACAPULCO . . .
- CUBA:** DEALERS POUNDING DISTRIBUTOR'S DOOR SATURDAY NIGHT FOR MORE COPIES.
- PANAMA:** CLAMORING FOR MORE.
- PUERTO RICO:** SOLD OUT, NEED URGENT INCREASE.
- PERU:** BY THREE O'CLOCK SOLD OUT IN LIMA AND ALL PERU.
- COLOMBIA:** SOLD OUT IN SEVEN HOURS. BLACK MARKET GETTING FORTY PERCENT ABOVE PRICE.
- VENEZUELA:** BUSINESSMEN VAINLY USING INFLUENCE GET COPIES, WHICH ALL GONE.
- CHILE:** HOW SOON CAN DOUBLE QUANTITY?
- URUGUAY:** LIFAY SOLD OUT.

And so it went. All over Latin America LIFE EN ESPAÑOL was *agotada*—sold out. Not only were people in every country

buying LIFE EN ESPAÑOL, but hundreds were writing us their comments via air mail.

From a Cuban businessman:

"LIFE EN ESPAÑOL has filled a great void, satisfied a need for all who speak Spanish."

—and a Cuban student:

"The perfect magazine for people from five to a hundred—and younger and older."

From a Venezuelan artist:

"The color pages are fantastically fine."

From a Mexican professor:

"I admire the neatness of style, the perfect handling of the language."

From a Colombian journalist:

"I had been predisposed against LIFE EN ESPAÑOL, for some reason—but was very agreeably surprised when I read it. The Spanish is excellent, the content of the highest order of quality and interest."

From a Spanish writer:

"I've shown LIFE EN ESPAÑOL to a good many friends here in Spain, and they have all admired the presentation and the perfect Castilian."

To cap it all, came a truly international comment from a man of German descent who teaches Spanish in Hawaii: "I shall write to Stockholm to recommend you for the Nobel Prize."

LIFE EN ESPAÑOL had won in a landslide. Sales of the first issue had exceeded by more than 50% our minimum guarantee to advertisers. Requests for more and more copies had the sound of history repeating itself: In 1936, when LIFE was launched in the U. S., the average sale for the first year was four times our original estimate.

To *aficionados* everywhere of LIFE EN ESPAÑOL, *muchas gracias*. All that remains now is for LIFE EN ESPAÑOL to live up to this first tremendous vote of approval.

WHEN HE SHAVED FROM THE RAIN BARREL GRANDDAD HAD THE RIGHT IDEA!

Now you can have a really close, wonderfully comfortable shave—even in the hardest water

• Why did Granddad so often take the trouble to get water from the rain barrel for his shave?

Because rain water is *soft* water . . . and the softer the water, the wetter your whiskers and the better shave you get.

Better than the softest rain water!

Today, with the new Glider Instant Brushless you get a good shave without using rain water! Glider Instant has a special wetting agent that does a better job than the softest rain water!

Results? With new Glider Instant Brushless your beard is conditioned to let you shave fast as you want and close as you need . . . and your skin has unbelievable freedom from the razor's irritation.

You'll find this wonderful new Glider Instant Brushless Shave at



all drug counters now. And in spite of all it does—there's no increase in price! So get your tube of the new Glider Instant—today!

Try the new Glider—FREE

You'll find a real difference in the new Glider Instant—the brushless shaving cream that soaks beards "rain-water" soft on contact.

We're so sure you'll like it that we give you this chance to try it free: Just send your name and address to **The J. B. Williams Co., Dept. LG-18, Glastonbury, Conn.**

We'll send you a Guest Size tube, absolutely free, by return mail.



SUSPECTED TERRORISTS are kept in wire-enclosed camps under guard of native police until they can be questioned and their loyalty determined.

MAU MAU CONTINUED

Chester Kronfeld (who took most of the pictures for this story) have no special significance except that we are classified as Europeans, which categorizes us as varments who can be slain without license. Part of the Mau Mau oath deals with the separation of European heads from European shoulders as the classic example of exemplary conduct in the field. We do not fret about Chege, our Kikuyu lorry driver, because Chege is a very decent type. Decent types in recent murders have generally opened the back doors for their not-so-decent friends, but Chege is surrounded by a bristling array of filed-toothed Wakambas, plus some Masai and Swahili boys, and we are well out of Mau Mau territory. Even if my friend Chege were the No. 2 Mau Mau—and he might be, because it is impossible to tell by appearance or personality—he would not get very far with our heads while still keeping his own. The Wakamba would heartily disapprove. I keep hoping Chege *isn't* a Mau Mau, because he is my wife's birdshooting companion of old and they will spend an awful lot of time out in the bush when Mrs. R. arrives shortly.

One is apt to joke a little about Mickey Mice, but it is a fact that in most of the murders of whites the job has been arranged inside, generally by a trusted servant of vintage employment. Oddly, too, the murders have been senseless, since those chosen for mutilation have been gentle people with long records of kind administration of their own and other blacks. The classic case was the murder of Jock Micklejohn and the horrid mutilation of his wife, a doctor who was known for her selfless devotion to the natives around the Thomson's Falls area. They slashed Micklejohn to death with *pangas* and left Mrs. Micklejohn, bleeding and unconscious, for dead. The house resembled an abattoir. The job was fingered by servants, who are on trial for murder.

Similarly Richard Bingley and C. H. Ferguson, two kindly farmers who were hacked in their home New Year's night a few miles from where our camp was then situated, were put to the *panga* for no real reason except that they were more or less available men who couldn't see harm in *their* Kikuyus. In the holiday week, when the Mau Mau promised 12 heads (native or white) to celebrate the Yule, and were pettish at having only produced 11 before New Year's, another gentleman around Thomson's Falls played into luck. He got drunk a couple of nights running, was forced to stay at a hotel, and thereby saved his skull. The Mau Mau came to call and found him absent. Local wags said a *panga* might have rendered him a less hurtful head.

But there is often a kickback, even to Mau Mau plans. Two lady friends of mine named Kitty Hesselberger and Dorothy Raynes-Simson, who live at a lovely farm high atop a lush green hill outside of Naro-Moru, rather conclusively dampened the festive feeling among the Mau Mau of the Nyeri area. Dot and Kitty—Dot tall and slim, Kitty a short, blond, determined lady—were sitting in their big living room among the homely treasures of many years in Africa. There is a big lion that Kitty Hesselberger's husband shot 40 years ago in Abyssinia. The lion covers one end of the comfortable, easy living room. A huge leopard sprawls along the back of the divan. There are fine game heads everywhere, and two very good *sjambok* (metal-handled whips) hang by the fireplace. Dot has her favorite easy chair, close to the wireless, and Kitty has hers. Outside in the bright, flower-decked lawn a lan-

CONTINUED ON PAGE 129

STEWART
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Most Amazing Chassis in TV
STEWART-WARNER
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21" Console
Finished in Mahogany



A revolutionary new development . . . Stewart-Warner's "X-9300" Chassis. Most powerful—unparalleled picture stability and detail even in distant areas. Full provision for U.H.F. Equipped with casters. Also in blonde oak.

21" and 27" TV from \$199.95

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Stewart-Warner—Your Theater of the World

"There's our man"—

You can always find the jolly Green Giant
ready to welcome you from the label



The biggest thing about the Green Giant is not his size. It's the feeling of confidence you get when you see his picture on a label.

That picture talks. It tells about peas that are still babies in tenderness. Tall, golden kernels of corn with summer in every mouthful. Grown with care such as no peas or corn ever had before. Then *picked and packed at the fleeting moment of perfect flavor.*

And all this just to make your mealtime life a little happier. Any wonder he's smiling?

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BRAND

NIBLETS MEXICORN
BRAND

NIBLETS WHOLE KERNEL CORN
BRAND

GREEN GIANT CREAM STYLE CORN
BRAND



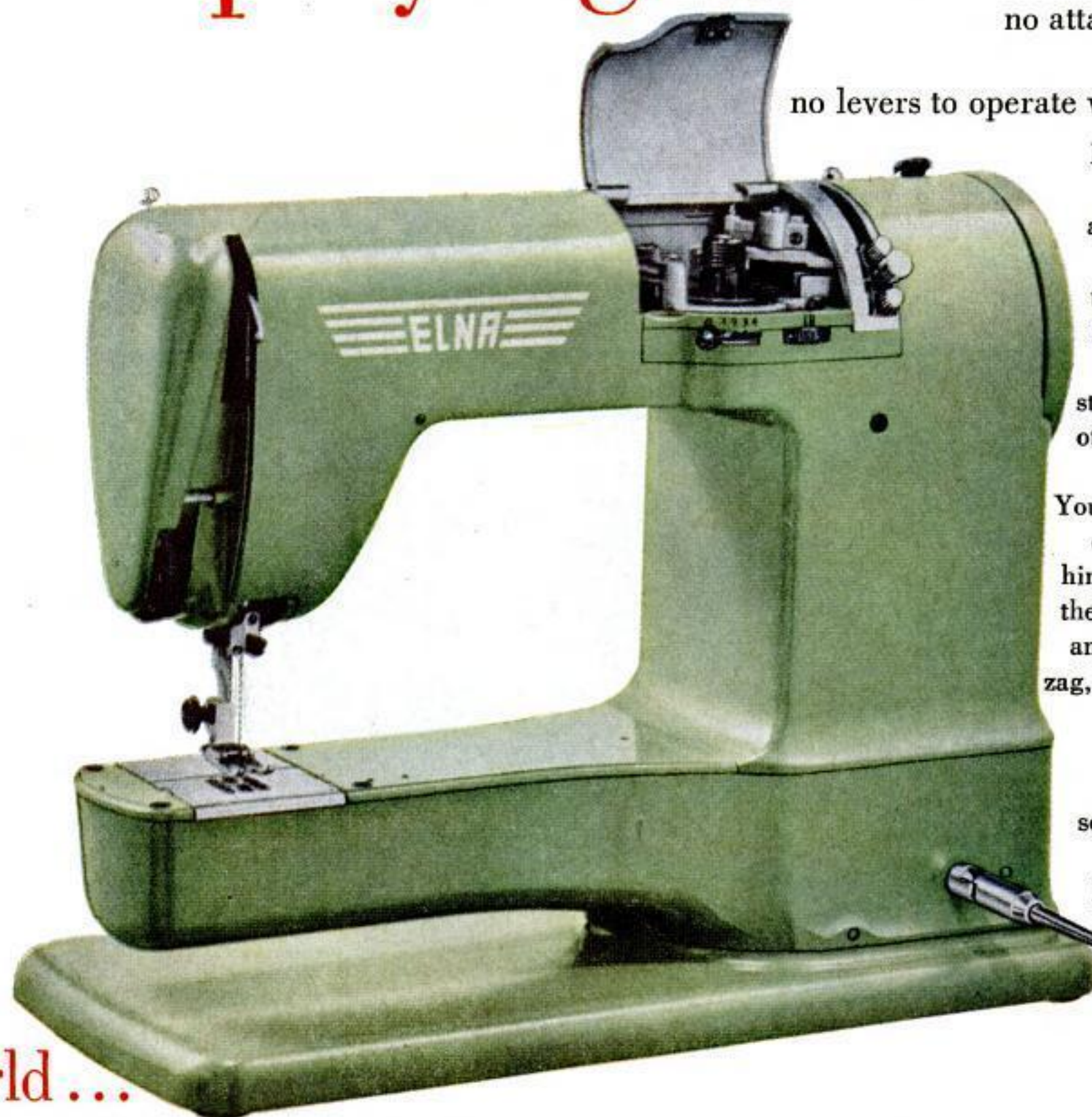
Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.
"Green Giant," "Del Maiz," "Niblets" and "Mexicorn" are trade-marks Reg. U. S. Pat. Off. GGC Co. © GGC Co.

the Magic Discs make even the fanciest sewing

as easy as playing a record!

no attachments to screw on
no dials to turn
no levers to operate while you're sewing!

Now you can "play" any stitch you want... just as you play your favorite tunes. You just choose the right Disc... drop it in... and out comes the work: scalloping, hem-stitching and hundreds of other embroidery stitches with a hand-made look. You can actually do embroidery with your hands behind your back! Of course, the new Elna sews forward and back, straight and zig-zag, appliques, blind-stitches, hems, sews on buttons and makes buttonholes. Don't spend a cent on a sewing machine until you have seen the new Elna, the only sewing machine that has all these features!

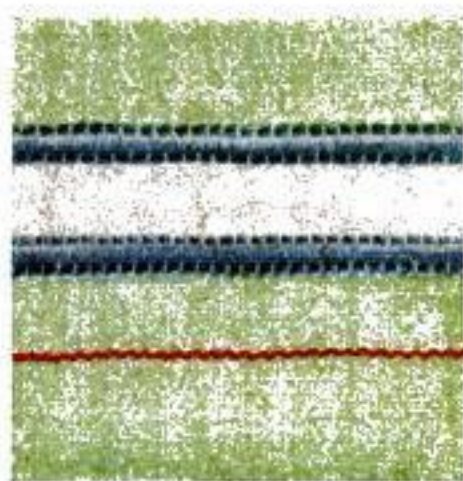


the most advanced
sewing machine in the world...

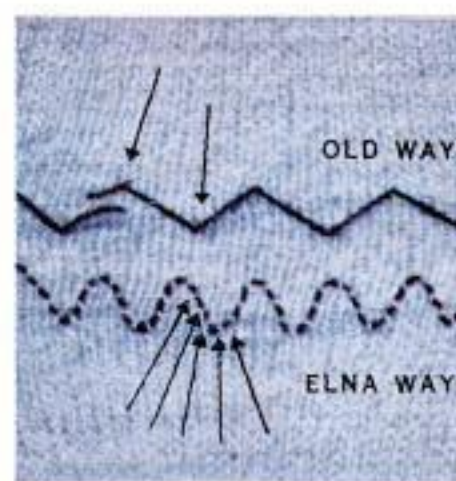
THE NEW ELNA PORTABLE



There's a Magic Disc for every kind of stitch! You just drop in the Disc... and out comes the stitch. The Magic Disc moves the needle right and left, forward and back. It even moves the fabric forward and back to create any design you want.



Do stitches never possible before, stitches you'd need 3 hands to do on other machines! Stitches straight, too.



Stitches on knit fabrics don't break! In each slant, 5 stitches lock thread in opposite direction from seam.



Buttons, buttonholes, hooks and eyes, gorgeous monograms and appliques—do them all on the new Elna, without a single attachment. Think what you can save on finishing costs... think what exquisite linens, dresses, blouses you can make!



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So many miracles inside a simple case! Carry home the machine that's so advanced it hardly seems possible!



It's the only portable that turns into a full-sized worktable, big enough for sewing slipcovers, draperies and heavy winter coats. Projects that seemed too big to tackle... stitches you never dared to try are a cinch on the new Elna!



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FOR FULL INFORMATION AND FREE COLOR BOOKLET OF NEW SEWING IDEAS, WRITE DEPT. EF311
ELNA SEWING MACHINE CO., INC., 164 West 25 Street, New York 1, N. Y., or 515 West Webster Street, Chicago 14, Ill., or 3780 South Hill Street, Los Angeles 7, Calif.



HEROINES OF ATTACK by Mau Mau, Dorothy Raynes-Simson and Kitty Hesselberger, admire puppy that replaces boxer killed during terrorist raid.

MAU MAU CONTINUED

tern burns bravely. The light can be seen for miles from the hill-top, and so long as it burns the patrols know that Dot and Kitty are all right.

It was 9 o'clock when Kitty got up from her chair to walk five feet to the table to crack a nut. They had just turned on the wireless. Two big boxer bitches, Damsel and Penny, sprawled on the floor. The cocker spaniel was asleep in a corner. They would have another cigaret and go to bed. Just then one of the houseboys came in with hot water, walking, Dot says, rather furtively and suspiciously. Dot was wearing her gun, a snubby .38. Kitty had taken her gun off. The automatic was in the chair. Kitty looked up from her nut-cracking chore, and stared into the face of a gigantic black man with a razor-sharp *simi* in his hand and a knob-kerry hanging from his belt. There was another man behind him. One of the men grappled with Kitty, forcing her backward over a chair. He raised his arm with the two-edged *simi* sharp enough to shave with, when Damsel, the boxer, came up from the floor with one long smooth bound and sank her fangs in the Mau Mau's knife arm.

The confusion of snarls and gasps and screams, the room full of dogs, women, black men and strife, gave Dot a chance to unlimber her gun. Dot shot and dropped the giant dead on the threshold. She snapped one at the man wrestling with Kitty and the dog, and the gun misfired.

This turned out to be lucky, because she was aiming broad on the man's back, and the bullet conceivably would have pierced him and killed Kitty. She got in another shot, wounding the man, and another, which accidentally killed the dog. The wounded man took off, and she sped him along with another round. Kitty recovered her automatic and the two valiant women went out into the dark, where they stumbled over the *simi* flourisher, dead among the flowers on the rolling green lawn. They reloaded, went back into the house, and seemed to hear the sound of war cries in an areaway. A body loomed in the dark hall and Kitty cut down on it. This was the cook, one of the villains of the piece. Kitty killed him with one shot. One houseboy fled into the night, and has not yet been found. The other, he who led in the men from outside, ran to the bathroom and locked the door. Kitty and Dot started blasting through the door. They wounded him, and he went out the window. They caught him later.

The two gals reloaded again, and remembered their distress signal—to put out the lamp. These are no ordinary ladies. Kitty raised her weapon, and sort of casually shot the lamp out over her shoulder. The next hour they spent in contemplation of the dead giant in the living room and the dead cook in the hall. They didn't worry about the defunct terrorist on the lawn. They worried more about poor Damsel, dead in her duty. Aid came within an hour. By that time the girls were cooled off again. But I noticed, some weeks later, that when Kitty gets up to crack a nut, the gun is on her hip.

The job here was completely inside. The cook and the two houseboys had neatly lined their shoes outside the door, ready for the rush exit. Ordinarily, a Kikuyu just steps out of his shoes and leaves them anywhere. One of the boys, outside to lock up, had spent

CONTINUED ON NEXT PAGE

HELP YOURSELF TO
OUR YEAR-ROUND

PITCHER of HEALTH

LEMONADE'S
SO EASY NOW—
JUST OPEN A CAN
—ADD WATER—WOW!



Mix delicious, refreshing lemonade in seconds
with fresh-frozen Concentrate for Lemonade.

Lemonade is the best all-season thirst quencher there is, and now you can make it in seconds!

Just add water and ice to frozen Concentrate for Lemonade, which is freshly-squeezed Pure California Lemon Juice and sugar. Each can makes a full quart of wonderful lemonade at a cost of less than 4¢ per 6-oz. glass. What other beverage tastes so good...is so good for kids...yet costs so little?

Keep this easy-to-make lemonade in your refrigerator, and see how active youngsters go for it! This pitcher of health encourages them to drink the amount of liquids they should have daily—and gives them essential Vitamin C and real fruit juice refreshment besides.

Try frozen Concentrate for Lemonade in tea, punches, mixed drinks—in tempting desserts, too. You have your choice of many brands—canned as well as fresh-frozen.



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BOTH FRESH-FROZEN AND CANNED.

LEMON "AIDS" for busy homemakers by Martha Williams

IF YOU PREFER to blend your own lemonade, use Pure California Lemon Juice, which is available on your grocer's shelves and in his freezer. Combine this ready-squeezed juice with proportions of sugar, water and ice to suit your individual taste. No fuss...no bother...no squeezing. But what wonderful lemonade!



AND ONCE you have discovered ready-squeezed Pure California Lemon Juice, you'll find it one of



the handiest cooking ingredients in your kitchen. Healthful, too, because of its high Vitamin C content. Use it when any food or beverage recipe calls for lemon juice. You'll like the fresh-picked flavor, pert tanginess, and downright economy of ready-squeezed Pure California Lemon Juice. Look for it at your grocer's. You have your choice of many brands. Lemon Products Advisory Board, Los Angeles, California.



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already squeezed
for you

FIGHT HEARTBURN, ACID INDIGESTION 3 WAYS

AT THE
SAME
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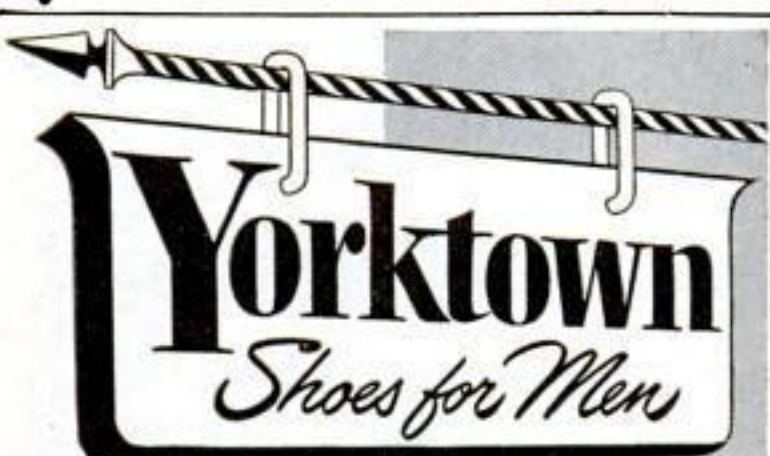
Here's why you feel fine so quickly when you take Tums for gas, heartburn, acid indigestion:

1. Tums neutralize excess stomach acid fast.
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Get Tums today. Still only 10¢ a roll; 3-roll box 25¢.



✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
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Gardiner Shoe Co., Inc.
Gardiner, Maine



HOW TO GO SHOPPING in Mau Mau country is demonstrated by Barbara Joffe and Eve Monley who wear side arms even for trip to Nanyuki store.

MAU MAU CONTINUED

about 40 minutes on a task that demands five minutes. The house-boy let in the Mau Mau, who were carefully dressed, their pants bottoms tied with string to prevent catching in the bush when they ran, and their coats tightly buttoned for the same reason. The cook was hurrying off when Kitty nailed him. Kitty regrets the cook. "He was the best damn cook we ever had," she said.

This would be, I think a first-rate example of the character of Kenya at the moment. I was mightily impressed with the ladies when I drove up the winding road to their aerie on the hill. The house is neat and well kept, a long-loved, long-lived-in frontier house whose gardens bespeak the character of the women. Two kind and gracious ladies, having chopped a piece of pride and loveliness out of a hillside on the slopes of Mt. Kenya, will practice pistol shooting on the manicured lawn and offer tea, beer, cigars, candy or bullets according to the demand of the moment. Ladies do not shoot four nocturnal terrorists as a general thing, but the girls are still living alone on their high hill. The chances are they will not be bothered again, but if they are they will not run. They will not leave their land.

Guns ahead of neckties

IT is necessary to get the feel of the end product of Mau Mau before one attempts to assay it or explain it. You can get it in a city like Nanyuki when you see a lady shopping in an Indian market. She has three little blond girls with her, each in upturned, round schoolchild hats. The lady, buying cabbage and tinned goods, wears knife-creased slacks. Her pistol holster matches her general costume. You can feel it in the countryside where you see simple farmhouses guarded day and night by armed men. It can be had by attending a cocktail party or stopping for the first sundowner in a pub. The ladies have matching accessories—shoes, handbags and pistol holsters. The gentlemen rest their guns within reach before they order gin and French, or hitch their pistol holsters more comfortably to fit the bar stool. When we are in Nyeri or Thomson's Falls, I put on a gun before I tie a necktie.

It is possible to get the feel of Mau Mau even at our northern camp. You have only to switch on the wireless every night to hear a new tale of shooting, pillaging, cruelty and brutality—brutality of black to black, of black to white, of white to black and of black to animals. The Mau Mau makes great use of highly contrived sadism. Their favorite symbol is a dead animal, hacked horribly, disembowled and stuck upside down on sticks, or crippled and left to suffer.

Sleeping at Andy Holmberg's farm at Thomson's Falls, or in a tent in the bush outside Nyeri, the .38 Colt seemed comfortable under the pillow. Nobody feels like a cowboy. There are too many bandaged arms and scarred faces about. There are too many pianos hacked to matchwood, too many fired drapes, too much smashed crockery and too many violent reports on the local news program

CONTINUED ON PAGE 132

The Kiddies love these



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Guaranteed by
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Not as Advertised Twelve

So practical for dress or play. The Shirts are styled of the most wanted materials in solids, tu-tones and colorful prints. The elastic-waist Shorts have two set-in pockets, fly front. Cabana Sets come in matching and contrasting materials.

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9 quarts from 1 can



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the "cold compress action" teether

79¢ Kool-a-Gum is a soft, pliant "pillow" that soothes baby's pain. You cool it in the refrigerator. Effective teething aid. Nothing like it. At baby and drug counters everywhere.

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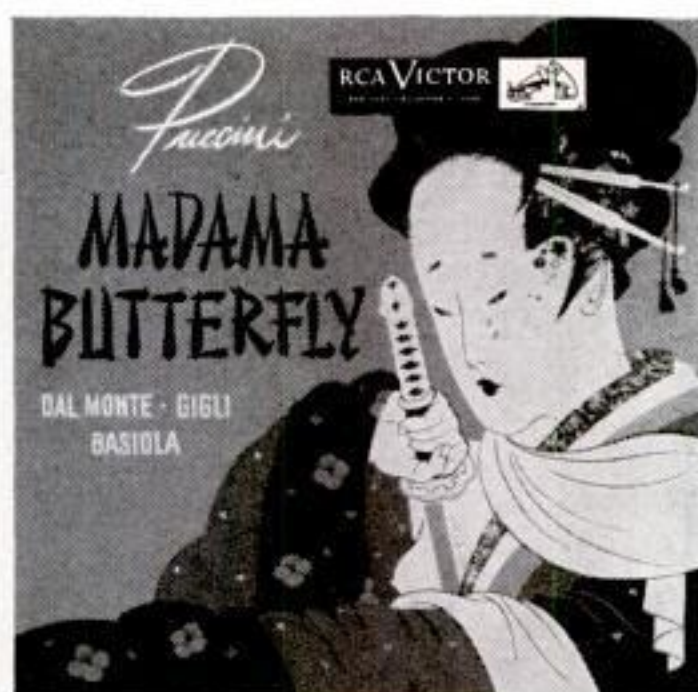
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A real collector's item you can get no other way! This \$1.50 "45 Extended Play" record... yours as a gift when you buy any of these opera albums! Offer expires March 15, 1953.



Plus A Gigli Recital... Including arias from Cavalleria Rusticana, Martha, L'Africana. 45, \$11.44. Long Play, \$11.44



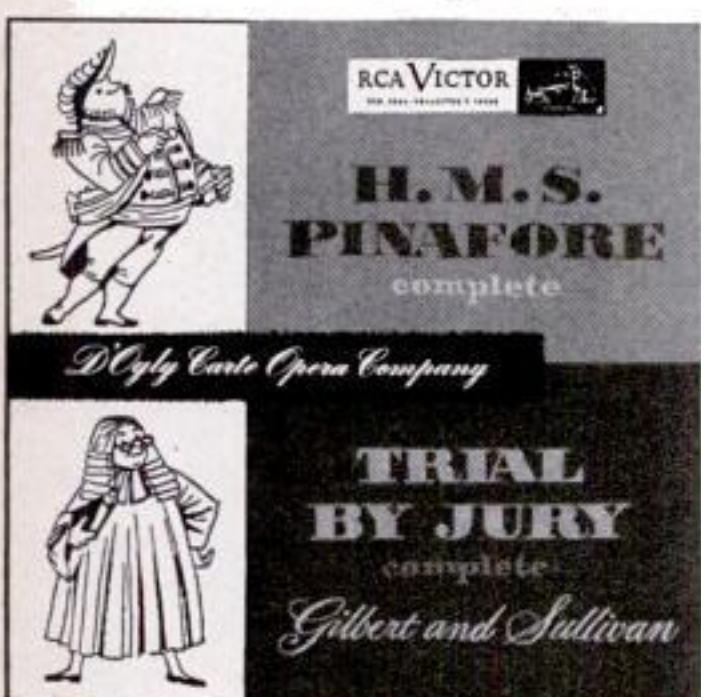
Tender, enchanting! Dal Monte, Gigli, Basiola, Royal Opera House Orchestra, Rome. 45, \$11.44. Long Play, \$11.44



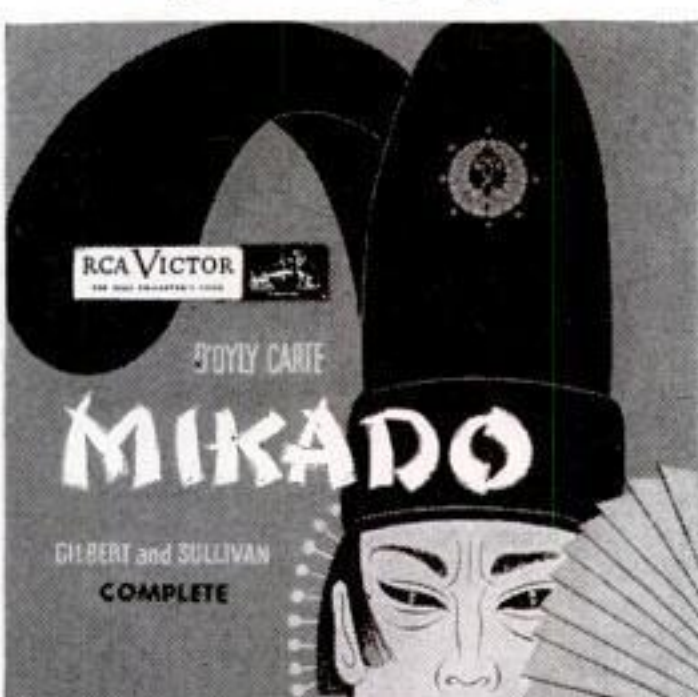
Caniglia, Gigli, Barbieri, Bechi, Royal Opera House Orchestra, Rome, Serafin, Cond. 45, \$11.44. Long Play, \$11.44



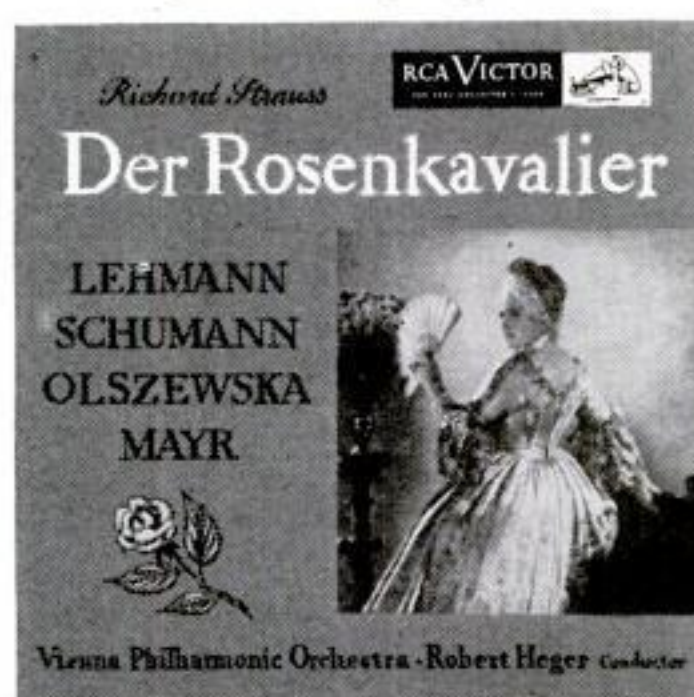
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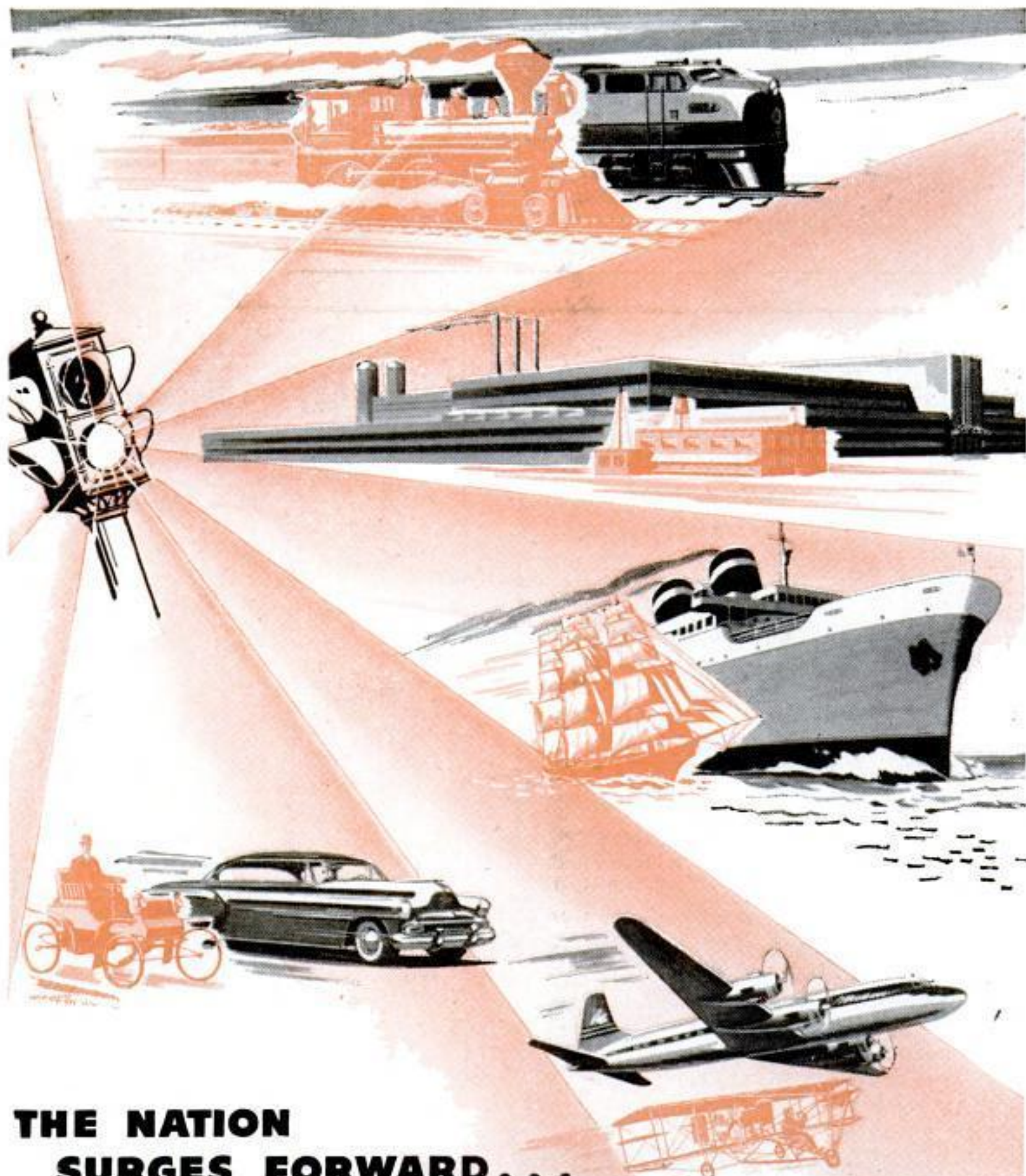
A brilliant example of "New Orthophonic Sound" with De Los Angeles, Bechi, Monti, Rossi-Lemeni, Serafin, Conductor. 45, \$13.73. Long Play, \$17.16



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**THE NATION
SURGES FORWARD...**

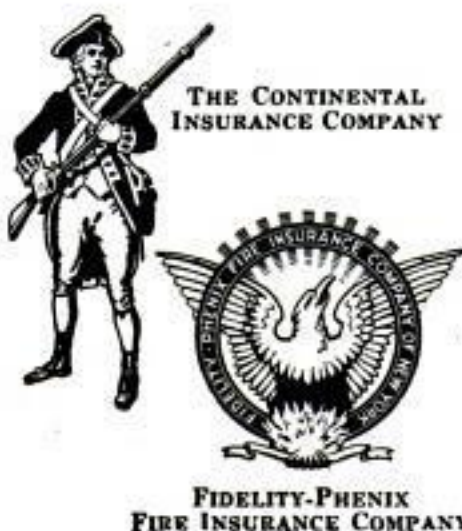
When Insurance Lights say "GO!"

What giant industrial plant would be built, what multi-million dollar luxury liner put to sea, what streamliner rush across the continent or airliner streak through the sky—without the security of insurance?

Most would remain dreams on a drawing board if their owners were not protected against loss from unforeseen catastrophes which, in a moment, could wipe out their huge investments.

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THE SUSPECTED BOSS of the Mau Mau, Moscow-educated Jomo Kenyatta, goes to court under armed guard to stand trial for running illegal society.

MAU MAU CONTINUED

in the evening radio schedule. Too many neighbors are dead, their heads chopped to bleeding shreds. You must have tea with Kitty and Dot, or see people you know doing things they wish they did not have to do to get the feel of Mau Mau.

What is it? It is ostensibly a reign of terror inspired to drive the white man out of Kenya. That is its declared aim. It is implemented by many innocents at the direction of an evil few.

I am convinced that its prime exponent, Jomo Kenyatta, is by no means his own man. He was educated abroad, boasts of spending several years in Moscow, is married to a white woman, and is a highly intelligent fellow. Mau Mau's top leaders are unknown, but they have cunningly exploited the grievances of many simple, misguided people. It is quintessentially the old secret society that appeals to all men, everywhere. It combines the most evil aspects of religion, politics and savagery. It is implemented through fear, and its symbol is the ancient voodoo sacrifice of animal and man.

I have a copy of the letter, in which the Christmas killings were promised, that describes the Mau Mau as "the Africans Communist Unit." The letter, translated into halting English by an Indian clerk, bears reading. It says:

"Christmas Greetings from Kenya, to: The Africans Communist United. The Africans Government the truth.

"We are now reaching the place of having our self-government because when the Europeans was not present in this country, were kepted goats, cows and gardening but in the time we are very angry for Europeans to give the Africans much disturbing and to aim us with guns as a target mind you we are the human beings. Europeans are stagers [strangers] in this country no doubt we say in south this is the Africans Country. The Kenya Europeans government has no United Nations Charter. We leaved Athalita Hill and other crowds are leaving Mega Abyssinian boundry we are ready to reach in every direction in Africa. We waid to by visited by everyone who wanted us, who goes after a person does not miss him.

"We are wanting a dozen of heads for the Christmas of this Month. We are the Africans Communist Unit."

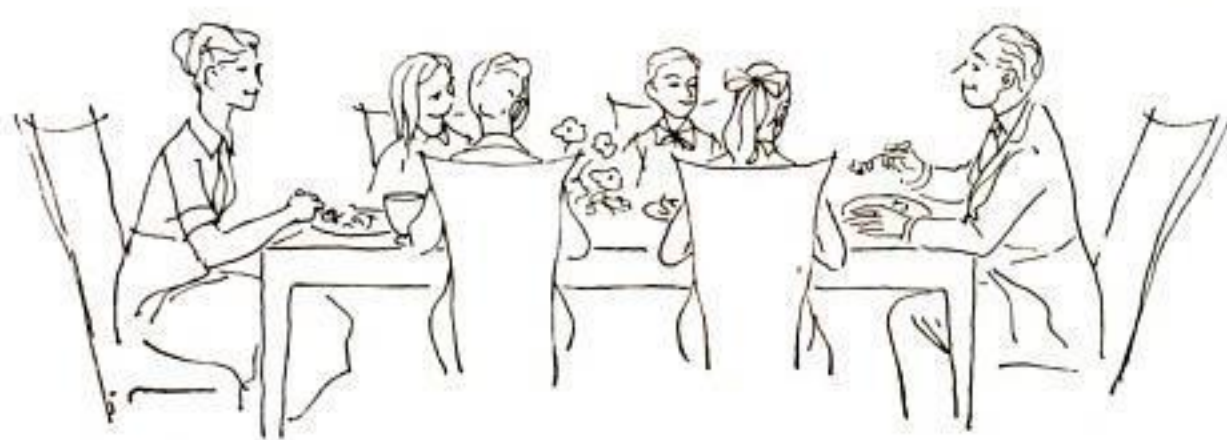
A childish letter, to be sure. But on New Year's Day they had 11 heads. Twenty-four hours later, with Ferguson and Bingley (the fourth and fifth white victims), they were over the quota. Since then there is no way of telling how many natives have been slain. Decomposed bodies are dug up nearly every day. Usually the bodies lack heads.

The Mau Mau initiation is pure voodoo. Two bent branches form the basis for a rude arch. It is covered with banana leaves and two sheep's eyes are stuck to the structure by thorns. The oath administrator is at one end of the structure and the neophyte crawls in the other side. The big oath is sworn to, and then the administrator breaks out the beer and they have a party. The oath runs roughly as follows: "If I am told to bring in the head of a European, I will do so, or this oath will kill me.

"If I see anyone stealing anything from a European, I will say nothing, or this oath will kill me.

"If I am called on by the Mau Mau in the middle of the night and am naked, I will go naked, or this oath will kill me.

CONTINUED ON PAGE 135

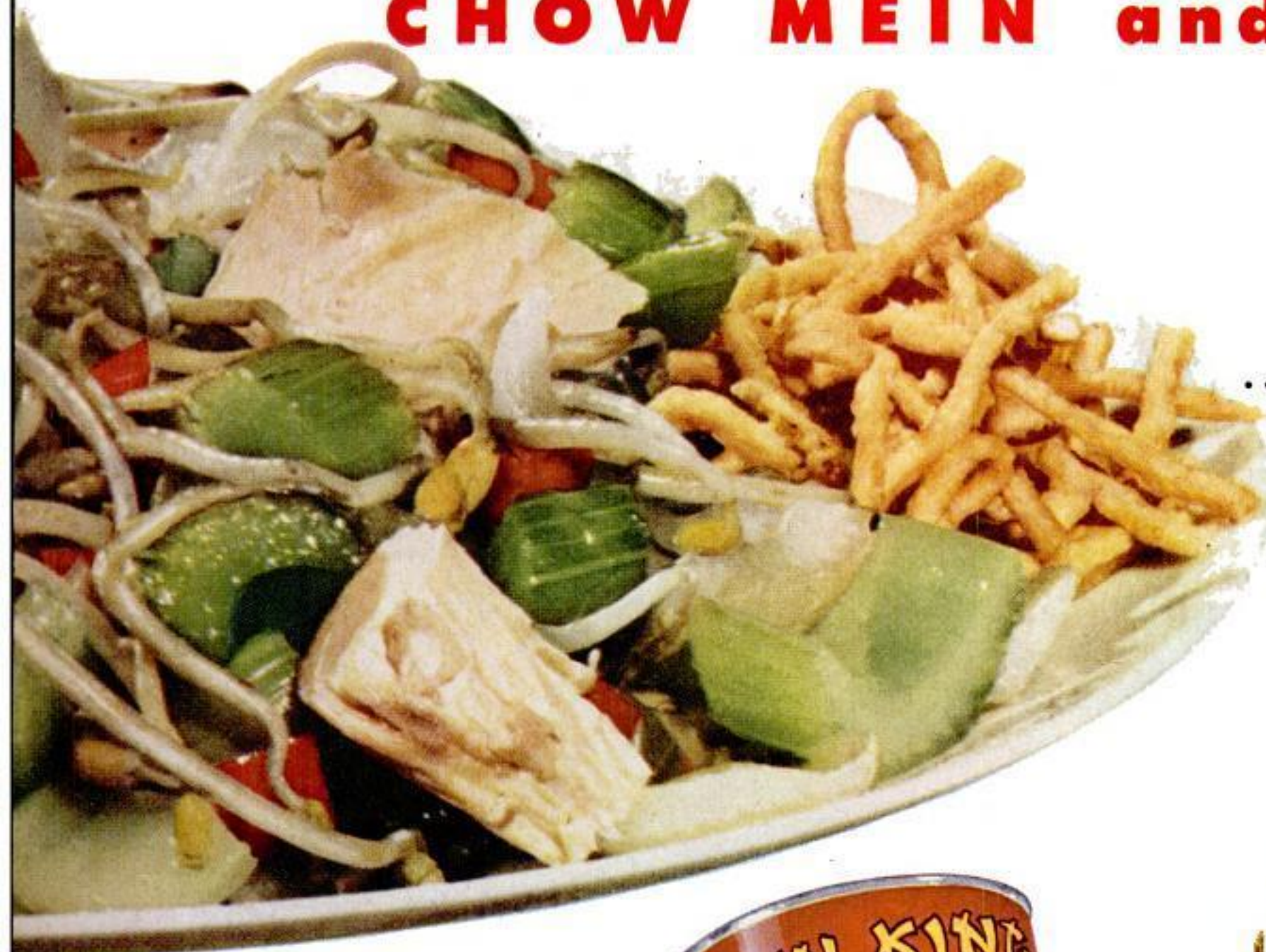


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In the next hour—5 times around the world!

Every day, Douglas "DC" airplanes fly about 3,126,500 miles for 160 airlines. That is more than five times around the world *every hour!* Douglas airplanes link all the continents, and they span the seven seas.



Navy's "Skyknight" has twin-jet speed, radar eyes, rocket punch!

Douglas builds the sleek Skyknight for use on aircraft carriers. With its two big jet engines, it flies near the speed of sound. Its radar pinpoints targets in any weather, day or night. 88% of Douglas production is military.

Only Douglas builds all four airplane types: piston-engine, turbo-prop, jet, rocket . . . and guided missiles, too.



"Picture window" is right! Windows in the Douglas DC-6 and DC-6B are *big* . . . 16 by 18 inches . . . to display the magnificent views below. Made of clear, heavy plastic, the windows have an "air-sandwich" construction that prevents formation of mist or frost.

"Queen of the fleet" on these leading airlines of the world is the giant, modern Douglas DC-6 or DC-6B:

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BRANIFF U. S. • CMA Mexican • CONTINENTAL U. S. • CPAL Canadian • DELTA U. S.
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PAL Philippine • PANAGRA U. S. • PAN AMERICAN U. S. • SABENA Belgian
SAS Danish Norwegian Swedish • SLICK U. S. • SWISSAIR Swiss • *TAI French
TRANSOCEAN U. S. • UNITED U. S. • WESTERN U. S. *Soon

Twice as many people fly **DOUGLAS**
as all other airplanes combined

"At all times, I will say that all land belongs to the Kikuyu, or this oath will kill me.

"I will not send my children to government schools, or this oath will kill me.

"I will not send my children to mission schools, or this oath will kill me.

"If I am called on to rescue Jomo Kenyatta, I will do so, or this oath will kill me."

The power of this oath on the superstitious individual is almost incomprehensible. Once sworn, the man is so bound that his bravery under duress is immeasurable. Pressures, some of which I am told are quite unpleasant, have been exerted on members in an effort to get at key men in the Mau Mau organization. Some will die rather than talk. The remainder largely tell lies.

"But they are plenty brave," one East African told me. "You have to give 'em that. Once they've sworn, all the old mumbo jumbo takes over and they will put up with anything rather than talk."

The reign of horror has not, however, gone according to plan. Originally, I have heard, there was to have been a "Night of the Long Knives," heralded by "the sounding of the reed-buck's horn," at which time chosen Europeans were to be killed all over Kikuyu territory. Some of the bloodier-minded bucks got out of hand, and jumped the gun on the Big Plot. There were cattle slashings, and then murders, and by now there have been about 180 murders (eight whites) but no big "Night of the Long Knives." The Mau Mau organization apparently cannot control individual enterprise.

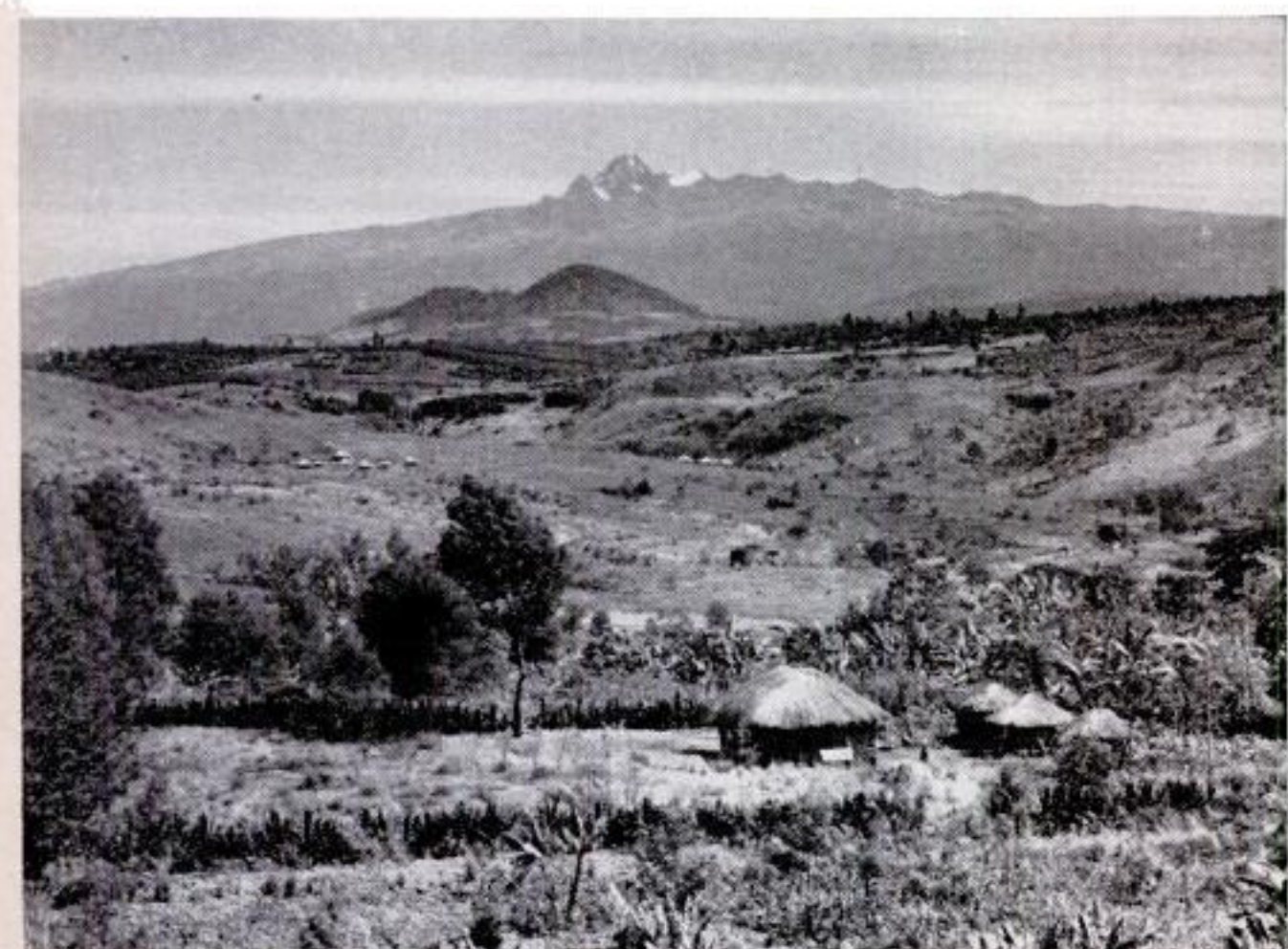
Most of the murders have been Kikuyu against Kikuyu, as a recruiting device. Several suicides have resulted among the natives, where individuals have hanged themselves rather than submit to torture. Three chiefs have been slain.

Chief Hinga, a resistance leader, was shot at Limuru, being wounded in the hand and mouth, in early January. He was taken to a hospital, and was followed by an assassin in a common taxicab. The killer told the cab to wait, entered the hospital, shot and killed Hinga and buzzed off in the cab. He has not been caught yet.

Chief Waruhiu, senior chief in Kiambu, was coldly shot in his car by a hired gunman. Chief Nderi, senior chief at Nyeri, was hacked to bits by pangas. Accompanied by three aides, Nderi refused to wait for further reinforcements before he tackled a Mau Mau meeting. They chopped up Nderi and cut two of his aides into small pieces.

In the Nyeri-Thomson's Falls area the Mau Mau have recently taken to potting at people as they pass in autos, without much success, and the cattle-sheep-dog-cat butchery continues. When sabotage is substituted for murder, it is quite appalling to assess the vandal wrath of the wreckers. When they take on a house, they crush, rip, burn, break and defile every single item that is ruinable.

Despite this savagery, it is safe to say that the Mau Mau will not chase the white man out of Africa, unless the movement spreads to the other tribes, joining up with racial strife to the south and all the way north. In Kenya the settlers will continue to fight, either as individuals or in groups, until they are killed. They feel the land is theirs, and that they bought it by painful effort. Whether Mau Mau spreads, whether it will be stamped out, how it all will end, nobody can say. The natives have an expression for it: *shauri a Mungu*—it's "God's business" from now on.



THE HEART OF MAU MAU is in the Kikuyu reserve in the foothills of Mt. Kenya, not far from cities and villages where the terrorists often strike.

Why Can't You Sleep?

New medical findings revealed! You may actually be starved for needed "sleep food."



RECENT MEDICAL STUDIES indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This vital substance is known medically as *blood sugar*. It is an important source of nourishment for the brain.

At bedtime and especially during the long nighttime hours, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system are affected. You may feel too nervous to go to sleep . . . too restless to sleep well. You are "starved" for *blood sugar*—your body's vital "sleep food."

How you can help your body get needed "sleep food"

Drugs or sleeping pills can't supply "sleep food." And sweet, sugary foods and drinks provide only a quick jet of sugar that is too quickly burned up. But here is a way—a *delicious, drugless* way—to help your body get needed "sleep food." This sleep-aid is a POSTUM "NIGHTCAP"—a delicious drink made with Instant Postum and hot milk, taken shortly before retiring.

Your Postum "Nightcap" is good-tasting and safe—contains no drugs to harm you. Moreover, your Postum milk drink gives you easily digested nourishment that is *slowly* converted into blood sugar. Thus, it helps assure the *slow, steady flow*

of vital "sleep food" to your brain. That's why a Postum "Nightcap" helps you get refreshing sleep—the kind that leaves you rested, looking and feeling like new!

So safe, so easy—try it!

Every night before you retire, fix yourself a Postum "Nightcap." It's easy—add a rounded teaspoon of Instant Postum to a cup of hot milk, and stir. Try this for just 10 days. Then see if you aren't sleeping better—feeling fresher—looking like a new person! Get Instant Postum now, and start the 10-day test tonight!

Are Postum "Nightcaps" really effective?

Doctors have always known that a warm milk drink is an effective aid to sleep. The recent blood sugar studies offer additional reason why. As your own doctor can tell you, the Postum "Nightcap" is ideal: a warm, relaxing drink that *tastes good* . . . and Postum contains no caffeine, no drugs of any kind.

Postum is an ideal mealtime beverage, too. No caffeine—no drugs—no chance for "coffee nerves."

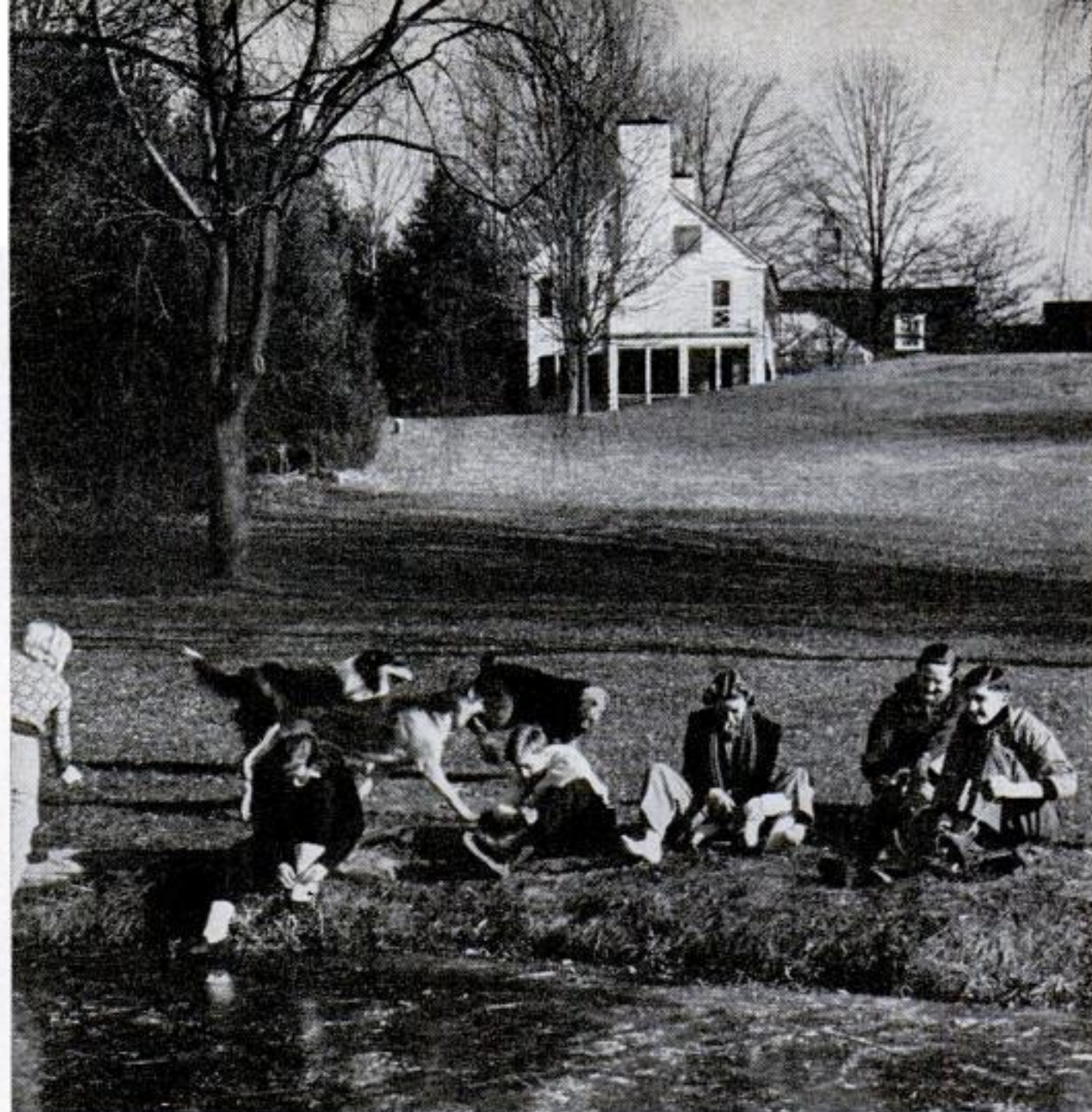
The "SLEEP-FOOD" Nightcap
—for sleepless Millions!



A Product of General Foods



MARGARET SULLAVAN WEARS SLACKS FOR OUTDOOR ROMP WITH CHILDREN



DONNING SKATES below family house are (left to right) Miss Sullivan's children: Bridget, Brooke, Bill; Miss Sullivan, husband Kenneth, his son Timothy.

City Celebrity in Country Setting

MISS SULLAVAN LEADS TWO LIVES

Margaret Sullivan manages with no trouble at all to lead a happy double life. Six nights a week she is a grand lady of the Broadway stage, taking curtain calls to tidal waves of applause after her great personal success in *The Deep Blue Sea*. Ten minutes later her other life begins. She runs out the stage door into a waiting taxi and catches the 11:25 commuters' train for her country house near Greenwich, Conn. There she becomes Mrs. Kenneth Wagg (husband is in the malted milk business) and busies herself with a hundred household chores having to do with her three children, her servants, kitchen, garden and dog. To Miss Sullivan's fans who remember her in *The Voice of the Turtle* and *No Sad Songs for Me*, she is entirely at home on stage and screen; to friends who see the other half of her life in Connecticut she is incontestably most at home at home.

AS GARDENER she claims that she has no skill but manages to grow geraniums, chrysanthemums.



AS CORRESPONDENT she writes at an antique cherry desk, perching on a tall oldtime clerk's chair.



AS HANDYMAN she climbs an extension ladder to scoop out dead leaves that clog eaves troughs.





MISS SULLAVAN SITS unpremeditatedly as she skates on the frozen pond with her daughters Brooke (*left*) and blond Bridget, who slides on her behind

because she had loaned her ice skates to her mother. The children go to a nearby day school, continually include their mother in their fun and games.

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—but YOU must open the door! Investigate the possibilities of becoming a distributor of Nutrilite Food Supplement, a nationally known product. Backed by a large, well-established company, this product is nationally advertised (see four-color ad this issue, page 72).

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Make Your Bread RY-KRISP!



Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer . . .	21
Bread, 1 slice	63
Plain roll or bun	118
Biscuit or muffin	129

Celebrity in Country CONTINUED

A SAD ROLE ON STAGE



IN "THE DEEP BLUE SEA" by Terence Rattigan she plays a sensitive, well-bred woman who leaves her husband for a shiftless but engaging cad (James Hanley) she helplessly adores, even to the point of shining his shoes.



IN AGONIZING SCENE the lover, realizing at last that he is wrecking his mistress's life, plans to leave her. By her great stage skill, Miss Sullavan makes heroine both dignified and appealing as she pleads with him to stay.



CLOSE-UP OF THE WORLD'S BIGGEST PROVING GROUND!

Every foot of the 225,000 miles of railroad line in America is available to try out, under test conditions, new ways of construction — new types of equipment — new methods of railroad operation.

Take the track itself. In recent years, research and testing have added 50 percent to the service life of rail, more than doubled the life of crossties, made track stronger and smoother.

But track improvement is just one result of the year-in, year-out railroad research and testing which have brought about such modern marvels as centralized traffic control and push-button freight yards, better trains with more efficient locomotives to pull them and better brakes to control them, and the hundreds of other improvements which have made it possible for the average freight train, today, to do three times as much work in an hour, as it did 30 years ago.

And everybody benefits. For, although railroad wage rates, fuel and supply prices, and taxes have all more than doubled, the average amount shippers pay the railroads for hauling a ton of freight one mile is only slightly higher than it was in 1921, after the first World War. And the average amount that you pay for traveling one mile as a railroad passenger is actually lower than it was 30 years ago.

Association of American Railroads

WASHINGTON 6, D. C.

*You'll enjoy THE RAILROAD HOUR
every Monday evening on NBC.*





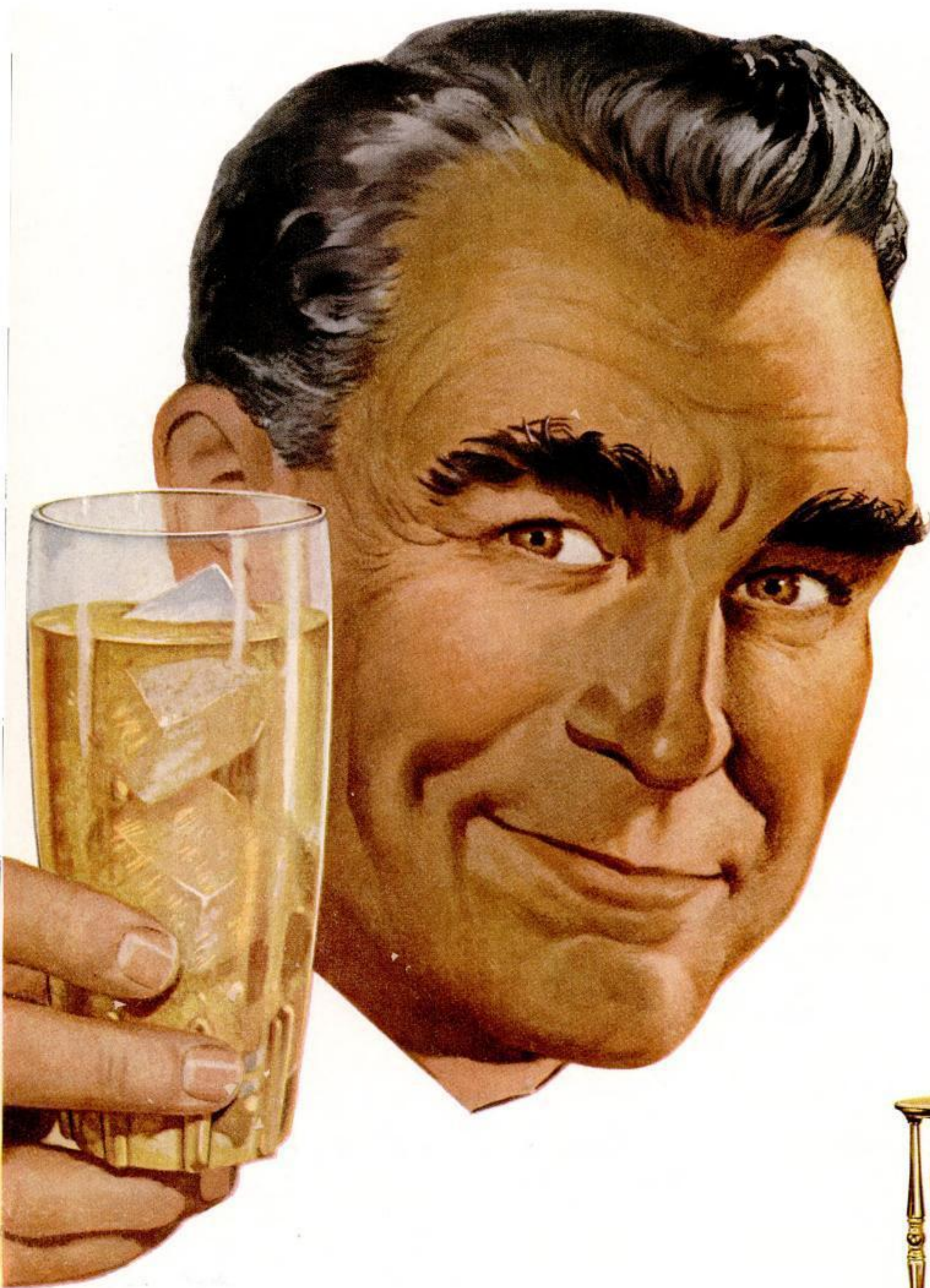
THE 'F.D.R.' HEAD-ON

Seen from a helicopter dead ahead of her bow, the *Franklin D. Roosevelt*, one of the U.S. Navy's biggest carriers, slides through the northern seas. The planes on her flight deck—Banshee jets at left, then Corsairs, Douglas attack bombers and more Corsairs—have been "respotted" or moved forward to the bow to make space for others which

are about to land. Below the deck, on the forward gun mount, 25 crewmen stand at four dual-purpose, rapid-fire three-inch guns. Dark circles above their heads are sealable ports and the hole at the tip of the bow is the "eye," an opening for cable. At this moment helicopter is circling ship ready to rescue any pilot who might crash in landing.



nature's unhurried goodness + Schenley's unmatched skill = the best-tasting whiskey in ages!



Taste
today's
SCHENLEY
..you'll know it's
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whiskey
in ages !



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**LUCKIES
TASTE
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Cleaner, Fresher...

...Smoother!



You can even see why Luckies taste better—cleaner, fresher, smoother

Ask yourself this question: *Why do I smoke?*

You know, yourself, you smoke for enjoyment. And you get enjoyment only from the taste of a cigarette.

Luckies taste better—cleaner, fresher, smoother! You can see *why* when you strip the paper from a Lucky by tearing down the seam.

First, you see that your Lucky is *made better*, because it remains a perfect cylinder of fine tobacco—round, firm and fully packed.

Second, you see Luckies' famous fine tobacco itself—long strands of fine, light, truly mild tobacco with a rich aroma and an even better taste. Yes, L.S./M.F.T.—Lucky Strike means fine tobacco.

Nothing—no, nothing—beats better taste, and Luckies taste better—cleaner, fresher, smoother. So...

Be Happy—GO LUCKY!

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